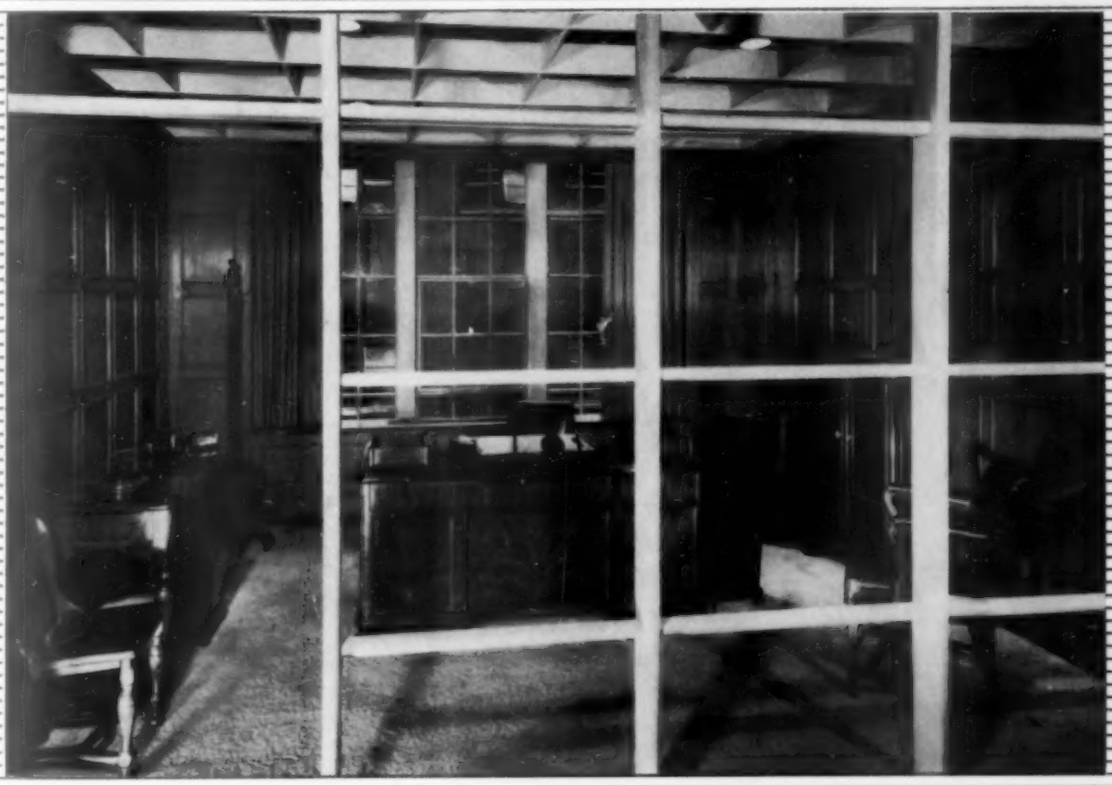
Office Appliances

THE BUSINESS JOURNAL OF THE OFFICE EQUIPMENT INDUSTRY



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In Two Parts—Part One

FEBRUARY 1953

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Developed Through Thirty-Four Years by Evan Johnson.

OFFICE APPLIANCES*

(To the World's Principal Market Places)

Office Appliances is a news and technical trade journal, serving the entire industry of office equipment. It covers the manufacture and distribution of office machinery, office devices, office furniture, office supplies and the complete range of commercial stationery. Its comprehensive news reports of the industry and its valuable special articles upon subjects germane to its field have given it unusual prestige. It serves a clientele composed of managers and agents for the various office machines, devices and supplies, commercial stationery dealers and many of the largest corporations in the United States. It also reaches some dealers in forty-eight other countries who deal in American office equipment.

No person, firm or corporation either directly or indirectly connected with the industry the journal represents has any share in its ownership or voice in shaping its policy, which has in view at all times the best interests of the field it serves. It will answer any questions germane to its field to the best of its ability.

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For the benefit of the subscribers the lines advertised in this issue are here classified. Many of the requirements of the modern business office are represented. Should subscribers be interested in any article of office equipment not listed here, they are invited to communicate with the service bureau, through which the information will be promptly and cheerfully given by letter without obligation.

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Heyer Corp., The
Master Addresser Co.
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Geller, J. R.
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Wells Chair Corp.
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Aigner Index Co. of N. Y.
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Wilson Jones Co.
Binders, Permanent Storage
Bankers Box Co.
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Rowles, E. W. A., Co.
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Wilson Jones Co.
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General Fireproofing Co.
Invincible Metal Furn. Co.
Peerless Steel Equipment Co.
Shaw-Walker Co.
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Amer. Metal Products Co.
Berger Mfg. Div. Republic
Borroughs Mfg. Co.
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Weis Mfg. Co.
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Monroe Calc. Machine Co.
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Underwood Corp.
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Copy Right Mfg. Corp.
General Lamps Mfg. Corp.
Industrial Lamp Corp.
Mayfair Co., The
Wells Chair Corp.
Desk Name Plates
Force, William A., & Co.
Kutch, Walter E., Co.
Rowles, E. W. A., Co.
Desk Pad Protectors
Meier, Joshua, Co.
Desk Pads and Tops
Chicago Desk Pad Co.
Meier, Joshua, Co.
Wilson Jones Co.
Desk Pen & Ink Sets
Esterbrook Pen Co.
Senghusch Self-Clos. Inkstand Co.
Desk Side Files
Amberg File & Index Co.
Cole Steel Equipment Co.
Rockwell-Barnes Co.
Yawman & Erbe Mfg. Co.
Desk Trays
(See Correspondence Trays)
Desk Work Distributors
Advanco Products Div. ASB
Globe-Wernicke Co.
Lyon Metal Products, Inc.
Victor Safe & Equipment Co.
Wilson Jones Co.
Desks
Alma Desk Co.
Art Metal Construction Co.
Bentson Mfg. Co.
Corry-Jamestown Mfg. Corp.
General Fireproofing Co.
Grand Rapids Products, Inc.
Haskell, Inc.
Imperial Desk Co.
Invincible Metal Furn. Co.
Jasper Desk Co.
Mayfair Co., The
Myrtle Desk Co.
Orna Metal Products Co.
Peerless Steel Equipment Co.
St. Marks Metal Products Co.
Scerbo, Frank & Sons, Inc.
Security Steel Equipment Corp.
Shaw-Walker Co.
Standard Furniture Co.
Victor Safe & Equipment Co.
Wells Chair Corp.
Worden Co., The
Yawman and Erbe Mfg. Co.
Diaries
(See Memo Books)
Dictating Machines
Soundscriber Corp.
Dictating Machines, Used
Amer. Dictating Machine Co.
Shipman-Ward Mfg. Co.
Drafting Instruments & Equipment
Alvin Co.
C-Thru Ruler Co.
Cardinell Corp.
Haskell, Inc.
Drafting Tables
Engineering Mfg. Co.
Stacor Equipment Corp.
Drafts, Notes & Receipts
Duplicate Receipt Book Co.
Drills, Paper
Smead Mfg. Co.
Duplicating Machines & Supplies
Addo Machine Co., Inc.
Bainbridge, Kimpton & Haupt, Inc.
Buckeye Ribbon & Carbon Co.
Codo Mfg. Corp.
Columbia Ribbon & Carbon Mfg. Co., Inc.
Heyer Corp., The
Ink Specialities Co., Inc.
Manifold Supplies Co.
Mittag and Volger, Inc.
Multistamp Co.
Old Town Corp.
Peerless-Imperial Co., Inc.
Print-O-Matic Co., The
Queen Ribbon & Carbon Co.
Smith, L. C., & Corona Typws.
Speed-O-Print Corp.
Technygraph Co., The
Victor Safe & Equipment Co.
Wolber Dupl. & Supply Co.
Duplicating Stencil Files
Halverson Specialty Sales
Envelope Openers
Mackenzie, Arnold, Inc.
Envelopes
Northern States Envelope Co.
Quality Park Envelope Co.
Wilson Jones Co.
Envelopes, Plastic
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Markilo Co.
Meier, Joshua, Co.
Smead Mfg. Co.
Eradicators, Ink
Sanford Ink Co.
Erasers, Blackboard
Rowles, E. W. A., Co.
Erasers, Rubber
Dixon, Joseph, Crucible Co.
Roberts, Weldon, Rubber Co.
Expense Books
Beach Publishing Co.
Boorum & Pease Co.
Eyelets & Eyelet Fasteners
Rivet-O Mfg. Co.
File Boxes, Fibre Collapsible
Bankers Box Co.
Globe-Wernicke Co.
Guide System & Supply Co.
Filing Cabinets, Insulated
Herring-Hall-Marvin Safe Co.
Mellink Steel Safe Co.
Mosler Safe Co.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Filing Cabinets, Metal
Advanco Products Div. ASB
All-Steel Equipment Inc.
Art Metal Construction Co.
Art Steel Sales Corp.
Bentson Mfg. Co., The
Berger Mfg. Div. Republic
Cole Steel Equipment Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
Geller, J. R.
General Fireproofing Co.
Globe-Wernicke Co.
Guardsman Safe Co.
Invincible Metal Furn. Co.
Keystone Steel Equipment Co.
Parker Steel Products Co.
Remington Rand Inc.
Rockwell-Barnes Co.
St. Marks Metal Products, Inc.
Security Steel Equipment Corp.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Weis Mfg. Co.
Yawman & Erbe Mfg. Co.
Filing Cabinets, Wood
Bainbridge, Kimpton & Haupt
Globe-Wernicke Co.
Imperial Methods Co.
Weis Mfg. Co.
Wells Chair Corp.
Filing Dept. Systematizing Service
Record Controls, Inc.
Filing Supplies
Acco Products, Inc.
Advanco Products Div. ASB
Aigner, G. J., Co.

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Aigner Index Co. of N. Y.
Amberg File & Index Co.
Art Metal Construction Co.
Art Steel Sales Corp.
Barkley, C. L., & Co.
Corry-Jamestown Mfg. Corp.
Globe-Wernicke Co.
Grand Filing Supply Co.
Guide System & Supply Co.
Imperial Methods Co.
Northern States Envelope Co.
Oxford Filing Supply Co.
Parker Steel Products, Inc.
Quality Park Envelope Co.
Rockwell-Barnes Co.
Security Steel Equipment Co.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Warshaw Mfg. Co.
Weis Mfg. Co.
Yawman & Erbe Mfg. Co.

Finger Pads
Speed Products Co.

Fountain Pens (Incl. Ball Pt.)
All-Rite Pen, Inc.
Esterbrook Pen Co., The
Parker Pen Co.

Gathering Racks
Evans Specialty Co.

Gummed Cellulose Tape
Minnesota Mining & Mfg. Co.

Gumed Cloth Rings
Aigner Index Co. of N. Y.
Warshaw Mfg. Co.

Gummed Tape & Sealing Machines
Minnesota Mining & Mfg. Co.

Hardware, Office Desk
Nat'l. Lock Co.

Honor Rolls
Kutch, Walter E., Co.

In and Out Boards
Lit-Ning Products Co.

Index Card Signals
(See Signals, Index Card)

Index Tabs
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Amberg File & Index Co.
Barkley, C. L., & Co.
Elbe File & Binder Co., Inc.
Ezyindex Products Co.
Globe-Wernicke Co.
Graff, George B., & Co.
Guide System & Supply Co.
Markilo Co.
Master-Craft Corp.
Shaw-Walker Co.
Sheppard, C. E., Co.
Speed Products Co., Inc.
Victor Safe & Equipment Co.
Warshaw Mfg. Co.

Inks, Adhesives, etc.
Fulton Marking Equipment Co.
Higgins Ink Co., Inc.
Ink Specialties Co., Inc.
Parker Pen Co.
Rivet-O Mfg. Co.
Sanford Ink Co.
Union Rubber & Asbestos Co.

Inkstands
Cushman & Denison Mfg. Co.
Sengbusch Self-Clos. Inkstand Co.

Labels
Imperial Methods Co.
Oxford Filing Supply Co.
Smead Mfg. Co.
Warshaw Mfg. Co.
Wells Chair Corp.

Ladders, Library, Store & Vault
Cotterman, I. D.

Leads for Mechanical Pencils
Dixon, Joseph, Crucible Co.

Leather Goods
Bristol Mfg. Co.
CanPro Corp.
Doppelt, Charles & Co.

Letter Trays
(See Correspondence Trays)

Library Equipment
All-Steel Equipment Inc.
Corry-Jamestown Mfg. Corp.

Lithographed Continuous Forms
Hano, Philip, Co.

Lockers & Storage Cabinets
All-Steel Equipment, Inc.
Art Metal Construction Co.
Berger Mfg. Div. Republic.
Corry-Jamestown Mfg. Corp.
Globe-Wernicke Co.
Invincible Metal Furn. Co.
Keystone Steel Equipment Co.
Lyon Metal Products, Inc.
Parker Steel Products Corp.
Security Steel Equipment Corp.
Shaw-Walker Co.
Supreme Steel Products, Inc.
Yawman & Erbe Mfg. Co.

Loose Leaf Books & Devices
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Amberg File & Index Co.
Boorum & Pease Co.
Elbe File & Binder Co., Inc.
Master-Craft Corp.
Neiman Loose Leaf & Bdry. Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Wilson Jones Co.

Loose Leaf Metals
Elbe File & Binder Co., The
Sheppard, C. E., Co.
Wilson Jones Co.

Loose Leaf Sheet Covers, Plastic
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Markilo Co.
Meier, Joshua, Co.
Neiman Loose Leaf & Bdry. Co.
Smead Mfg. Co.
Wilson Jones Co.

Loose Leaf Tray Binders
Posting Equipment Corp.
Sheppard, C. E., Co.
Wilson Jones Co.

Mail Bags, Canvas or Leather
CanPro Corp.

Mail Distributors
Advanco Products Div. ASB
Globe-Wernicke Co.
Victor Safe & Equipment Co.

Manifold Books & Business Forms
Hano, Philip, Co.

Map Tacks
Graff, George B., Co.

Marking Devices
Force, William A., & Co.
Multistamp Co.

Marking Pens, Laundry
Taubman, Samuel, & Co.

Matched Office Suites
Scerbo, Frank & Sons, Inc.
Standard Furniture Co.

Memorandum Books
Boorum & Pease Co.
Master-Craft Corp.
Rockwell-Barnes Co.
Wilson Jones Co.

Memorandum Devices
Currier Mfg. Co.
Gran-Adell Mfg. Co.
Lit-Ning Products Co.

Mending Tape
Minnesota Mining & Mfg. Co.

Metal Badges, Checks, Tokens
Dayton Stencil Works

Moisteners
Mayfair Co., The
Rivet-O Mfg. Co.
Sengbusch Self-Clos. Inkstand Co.

Numbering Machines
Amer. Numbering Machine Co.
Force, William A., & Co.
Roberts Numbering Machine Co.
Stewart, R. A., & Co.

Office Furniture Sectional Units
Globe-Wernicke Co.
Grand Rapids Products Inc.
Rockwell-Barnes Co.

Office Furniture, Used
Blank, A., Inc.

Office Partitions and Railings
Globe-Wernicke Co.

Office Printing Outfits
Force, William A., & Co.
Fulton Marking Equipment Co.

Pads, Figuring
Boorum & Pease Co.
Mohawk Tablet Co.
Wilson Jones Co.

Paper
Berkshire Typewriter Papers
Eaton Paper Corp.
Rockwell-Barnes Co.

Paper Clamps
Acco Products Inc.
Acme Fastener Co.
Autmtc. Pencil Sharpener Co.
Cushman & Denison Mfg. Co.
Elbe File & Binder Co., Inc.
Esterbrook Pen Co.
Hunt, C. Howard, Pen Co.

Paper Clips
Cushman & Denison Mfg. Co.
Noesting Pin Ticket Co.
Oakville Co. Div. Scovill
Pittsburgh Cut Wire Co.
Vail Mfg. Co.

Paper Fasteners and Washers
Oakville Co. Div. Scovill

Paper Fastening Machines
Arrow Fastener Co., Inc.
Autmtc. Pencil Sharpener Co.
Markwell Mfg. Co.
Speed Products Corp.
Victor Safe & Equipment Co.

Parcel Post & Postal Scales
Hanson Scale Co.

Paste
(See Inks, Adhesives, etc.)

Pen & Ink Sets
(See Desk Pen & Ink Sets)

Pencil Sharpeners
Autmtc. Pencil Sharpener Co.
Elward Mfg. Co.
Hunt, C. Howard, Pen Co.

Pencils, Mechanical
Alvin Co.
Esterbrook Pen Co., The
Parker Pen Co.

Pencils, Wood Cased Lead
Dixon, Joseph, Crucible Co.

Penholders
Dixon, Joseph, Crucible Co.

Pens, Steel
Esterbrook Pen Co., The
Hunt, C. Howard, Pen Co.
Sengbusch Self-Clos. Inkstand Co.

Pins and Pin Containers
Noesting Pin Ticket Co.
Oakville Co. Div. Scovill
Vail Mfg. Co.

Plaques
Kutch, Walter E., Co.

Platens, Typewriter, etc.
Shipman-Ward Mfg. Co.

Posting Trays & Stands
(See Loose Leaf Tray Binders)

Presentation Covers
Amberg File & Index Co.
Elbe File & Binder Co., Inc.
Meier, Joshua, Co.
Smead Mfg. Co.

Price & Sign Markers
Force, William A., & Co.
Fulton Marking Equipment Co.
Stewart, R. A., & Co.

Price Card Holders
Orthwine, Rudolf, Corp.

Publications
O. A. Buyers Index

Punches
Acco Products, Inc.
Acme Fastener Co.
Aigner Index Co. of N. Y.
Boorum & Pease Co.
Globe-Wernicke Co.
Mutual Stationers Supply Corp.
New England Paper Punch Co.
Smead Mfg. Co.
Wilson Jones Co.

Ribbons and Carbons
Amer. Carbon Paper Mfg. Co.
Buckeye Ribbon & Carbon Co.
Code Mfg. Co.
Columbia Ribbon & Carbon Mfg. Co., Inc.
Manifold Supplies Co.
Mittag & Volger, Inc.
Old Town Corp.
Peerless-Imperial Co., Inc.
Queen Ribbon & Carbon Co.
Regal Typewriter Co.
Remington Rand Inc.
Royal Typewriter Co.
Shipman-Ward Mfg. Co.
Underwood Corp.
U. S. Typewriter Ribbon Mfg. Co.
Webster, F. S., Co.
Write, Inc.

Rubber Bands
Roberts, Weldon, Rubber Co.

Rubber Stamp & Plate Mfg. Mchs.
Amer. Evatype Corp.

Rubber Stamps
Bankers & Merchants, Inc.

Rubber Stamps, Interchangable Die
Edmar, Inc.

Rubber Type
Force, William A., & Co.
Stewart, R. A., & Co.

Rulers, Transparent
C-Thru Ruler Co.

Safes, Office
Art Metal Construction Co.
Brush-Punnett Co.
Cole Steel Equipment Co.
General Fireproofing Co.
Guardsman Safe Co.
Hall's Safe Co., The
Herring-Hall-Marvin Safe Co.
Invincible Metal Furn. Co.
Meilink Steel Safe Co.
Mosler Safe Co.
Remington Rand Inc.
Schwab Safe Co.
Shaw-Walker Co.
Victor Safe & Equipment Co.

Sand Urns
Valco Co.

Scales, Postal
Hanson Scale Co.

Scrapbooks
Elbe File & Binder Co., Inc.
Globe-Wernicke Co.
Weis Mfg. Co.
Wilson Jones Co.

Shelving
All-Steel Equipment Inc.
Amer. Metal Products Co.
Bankers Box Co.
Berger Mfg. Div. Republic
Borroughs Mfg. Co.
Corry-Jamestown Mfg. Corp.
Geller, J. R.
Lyon Metal Products Inc.
Neubauer Mfg. Co.
Supreme Steel Products, Inc.

Shows & Exhibitions
Nat'l. Business Show Co.
Nat'l. Office Furniture Ass'n.

Signals, Index Card
Graff, George B., Co.
Victor Safe & Equipment Co.

Signs & Name Plates
(Decalcomania)
Meyercord Co., The

Signs, Changeable Letter
Rowles, E. W. A., Co.

Slide Rules
Engineering Mfg. Co.

Smoking Stands, Office
LaSalle Products Co.
Royal Metal Mfg. Co.
Valco Co.
Wells Chair Corp.

Sorting Devices
Amberg File & Index Co.
Assoc. Industrial Designers
Currier Mfg. Co.
Yawman & Erbe Mfg. Co.

Sorting Shelf Tables
Welham Metal Products Co.

Spindle Files
Wells Chair Corp.

Stamp Pads
Force, William A., & Co.
Fulton Marking Equipment Co.
Rivet-O Mfg. Co.
Stewart, R. A., & Co.

Stamps, Duplicating
Multistamp Co.

Stands for Office Machines
All-Steel Equipment Inc.
Cole Steel Equipment Inc.
Doro Mfg. Co.
Flewelling, L. C., Co.
General Fireproofing Co.
Harter Corp.
Maso Steel Products
Meilink Steel Safe Co.
Security Steel Equipment Co.
Shipman-Ward Mfg. Co.
Tiffany Stand Co.
Welch Industries
Welham Metal Products Co.
Wells Chair Corp.

Staples and Stapling Machines
Arrow Fastener Co., Inc.
Markwell Mfg. Co.
Speed Products Co., Inc.
Vail Mfg. Co.

Stationery Racks
Helverson Specialty Sales

Stencils, Brass
Dayton Stencil Works

Stenographers' Notebooks
Rockwell-Barnes Co.

Storage & Transfer Cases
All-Steel Equipment Inc.
Amberg File & Index Co.
Art Metal Construction Co.
Art Steel Sales Corp.
Bankers Box Co.
Barkley, C. L., & Co.
Bentson Mfg. Co.
Berger Mfg. Div. Republic
Cole Steel Equipment Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Guide System & Supply Co.
Hall's Safe Co., The
Herring-Hall-Marvin Safe Co.
Imperial Methods Co.
Invincible Metal Furn. Co.
Kay-Dee Co., The
Mayfair Co., The
Oxford Filing Supply Co.
Parker Steel Products, Inc.
Peerless Steel Equipment Co.
Pronto File Corp.
Rockwell-Barnes Co.
Security Steel Equipment Corp.
Shaw-Walker Co.
Weis Mfg. Co.
Yawman & Erbe Mfg. Co.

Store Fixtures & Equipment
All-Steel Equipment Inc.

Strong Boxes, Fire Protected
Herring-Hall-Marvin Safe Co.
Meilink Steel Safe Co.
Victor Safe & Equipment Co.

Tables
Art Metal Construction Co.
Corry-Jamestown Mfg. Corp.
Doro Mfg. Co.
Globe-Wernicke Co.
Haskell, Inc.
Jasper Table Co., Inc.
Lyon Metal Products, Inc.
Maso Steel Products
Mayfair Co., The
Royal Metal Mfg. Co.
Security Steel Equipment Corp.
Shaw-Walker Co.
Standard Furniture Co.
U. S. Chaircraft Mfg. Corp.
Victor Safe & Equipment Co.
Wells Chair Corp.
Yawman & Erbe Mfg. Co.

Tables, Folding
Adirondack Chair Co.
All-Luminum Products

Tablets & Pads
Mohawk Tablet Co.

Tabulating & Statistic Machines
Burroughs Adding Machine Co.
Remington Rand Inc.

Telephone Accessories
Elbe File & Binder Co., Inc.
Glidex Corp.
Rest-A-Phone Co.
Victor Safe & Equipment Co.

Thumb Tacks
Graff, George B., Co.
Noesting Pin Ticket Co.
Oakville Co. Div. Scovill
Vail Mfg. Co.

Ticket Holders
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Meier, Joshua, Co.
Smead Mfg. Co.

Tier Tables
Precision Mfg. Co.

Time Clocks and Recorders
Joslin, A. D., Mfg. Co.

Trimming Boards
Amer. Photo Laboratories

Type, Typewriter
Shipman-Ward Mfg. Co.

Typewriter Cleaning Materials
Bainbridge, Kimpton & Haupt
Cardinell Corp.
Clarotype Co., Inc., The
Mittag and Volger, Inc.
Multistamp Co.
Norta Distributing Co.
Regal Typewriter Co.
Rivet-O Mfg. Co.
Rogers, W. T., Co.
Sanford Ink Co.
Shipman-Ward Mfg. Co.
Webster, F. S., Co.

Typewriter Covers
Shipman-Ward Mfg. Co.

Typewriter Cushion Bases & Knobs
Amer. Hair & Felt Co.
Peerless-Imperial Co., Inc.
Rowles, E. W. A., Co.
Shipman-Ward Mfg. Co.

Typewriter Cushion Keys
Peerless-Imperial Co., Inc.
Speed Key Corp.
Speed Products Co., Inc.

Typewriter Parts & Tools
Shipman-Ward Mfg. Co.
Western Pat. Accessories Co.

Typewriters, Mfrs. of
Allen, R. C., Business Mchs.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith, L. C., & Corona Typwr.
Underwood Corp.

Typewriters, Rebuilt & Used
Regal Typewriter Co.
Reliable Typewriter & Addg Mach. Co.
Shipman-Ward Mfg. Co.

Upholstered Furniture
Bright Chair Co.
Grand Rapids Lthr. Furn. Co.
Imperial Leather Furn. Co.
Kenmar Mfg. Co.
Monarch Furniture Co.
Royal Metal Mfg. Co.
Scerbo, Frank, & Sons, Inc.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.

Upholstery Materials
Bolta Products
U. S. Rubber Co.

Vault Steps
Cotterman, I. D.

Visible Systems Equipment
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Art Metal Construction Co.
Boorum & Pease Co.
Globe-Wernicke Co.
Master-Craft Corp.
Remington Rand Inc.
Shaw-Walker Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Victor Safe & Equipment Co.
Wilson Jones Co.
Yawman & Erbe Mfg. Co.

Wardrobe Racks
Crawford Metal Craftsmen Co.
Tubecrafters Sales Div.
Vogel-Peterson Co.

Waste Baskets
Art Steel Sales Corp.
Bainbridge, Kimpton & Haupt
Cole Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Haskell, Inc.
Mayfair Co., The
Security Steel Equipment Co.
Shaw-Walker Co.
Wells Chair Corp.

Wholesale Stationery
Bainbridge, Kimpton & Haupt

WANTS & FOR SALE

The rate for classified advertisements is fifteen cents a word, minimum charge $3.00, payable with order. Add six words if box address is used.

SALESMEN AVAILABLE

ATTENTION MANUFACTURERS

SALESMAN WITH WIDE EXPERIENCE selling adding, calculating and bookkeeping machines desires to represent manufacturer as agent or sub-agent in territory centering in Sacramento, California. Will consider any meritorious specialty or system, mechanical or otherwise, for the modern office. Has served successfully as branch manager for two leading manufacturers. Expert in sales and sales training. Equipped to produce attractive results. Address B-140, care Office Appliances, Chicago 6.

SALESMAN WHO FOR EIGHT YEARS has been selling a complete line of office equipment and supply to industry at retail plans to operate in southeastern states as manufacturers' representative. Experience covers all divisions of commercial stationery, office furniture and mechanical equipment. Capable of successful sales job. Will consider any dealer line that offers suitable return for intelligent effort. Box B-139, care Office Appliances, Chicago 6.

SALESMAN, Age 37, with 20 years' experience in office supplies, equipment, seeks connection, Los Angeles area. Now employed by leading manufacturer of office supplies. Reason for moving, health of family. Box B-141, care Office Appliances, Chicago 6.

TOP GRADE OFFICE MACHINE and Stationery man available. Over $5000.00 per yr. man desires position in west Suburban Chicago area. Proven sales and service all makes typewriters, adders, and cash regs. Can invest. What's your proposition? Box B-142, care Office Appliances, Chicago 6.

EXECUTIVES WANTED

MAN WITH PROVEN ABILITY to completely manage Office Supply and Equipment Business in mid-Western city of 300,000. Demonstration of ability to operate and expand profitably could lead to opportunity to acquire substantial interest. Give complete details about your record and compensation you require. Write to Box O-90, care Office Appliances, Chicago 6, for particulars.

SALESMEN WANTED

OFFICE FURNITURE MANUFACTURER long established with excellent dealer acceptance has opening for competent salesman with executive capacity. Position calls for initiative, for cooperation with dealers on important installations as well as with company's own staff. Important opportunity for man with capacity for the job. Send complete information to Box O-91, care Office Appliances, Chicago 6.

A UNIQUE OPPORTUNITY FOR EXPERIENCED carbon and ribbon salesmen to establish your own business is offered by America's outstanding manufacturers of these products. Little capital, but lots of initiative, and a strong desire to succeed are the chief requisites. Manufacturers' reputation and promotional aid assures success to the right man. Tell us about yourself in detail. Inetrviews will be arranged Write Box O-92, care Office Appliances, Chicago 6.

SALESMAN WANTED TO TRAVEL MICHIGAN AND INDIANA calling on commercial stationers and office equipment dealers. The opening is for man of high quality, capable of working with dealers and developing their sales in company's products. Give complete information as to experience, retail or wholesale, age, capability of representing adequately an important manufacturer, and references. Address Box O-93, care Office Appliances, Chicago 6.

WANTED EXPERIENCED OUTSIDE SALESMAN to sell office furniture, systems, and supplies. Well established firm with leading lines. Paying better than average commission. Cedar Rapids, Iowa, and surrounding territory. Replies confidential. Box O-94, care Office Appliances, Chicago 6.

SALESMAN—OFFICE FURNITURE. Excellent opportunity for high type, clean cut man to call on N. Y. C. clientele for well established dealer in Grand Central area. Outstanding lines. Draw or salary with generous commission. $10,000-$15,000 potential. College graduate preferred between 25-35 with two years or more hard lines selling experience. State employment history, age, education, marital status, height, weight, current earnings, etc. Replies confidential. Clark & Gibby, Inc., 20 East 41st Street, New York 17.

RAPIDLY GROWING CONCERN in large industrial city in Middle West, has wonderful opportunity for an experienced office supply and office furniture salesman. Protected territory, insurance plan and many advantages for man willing to work. Write complete information first letter. Box O-108 care Office Appliances, Chicago 6.

SALESMEN calling on banks to handle our line of Statement and Ledger Sheets, Checks, and similar lithographed forms. Commission deal. Fredonia Lithographing Company, Fredonia, Kansas.

SALEMAN to CALL ON BANK and commercial accounts, selling lithographing, printing, office furniture, office supplies and equipment on commission basis in the State of Oklahoma. H. Dorsey Douglas, Inc., P. O. Box 1923, Oklahoma City, Oklahoma.

SALES & SERVICE MEN WANTED

EXCELLENT OPPORTUNITY FOR THE RIGHT MAN. The Baltimore Branch of the Royal Typewriter Company is having some additional counties added to its district. As a consequence, I am looking for an aggressive combination sales and service man. If interested write to Chas. D. Sparwasser, District Manager, 521 St. Paul Place, Baltimore 2, Maryland.

OFFICE MACHINE MECHANICS WANTED

COMPTOMETER MECHANIC: Experienced repair and rebuilding of all models. Steady position. Good salary. 40 hr. week. Give full details of experience. Box O-95, care Office Appliances, Chicago 6.

ADDING MACHINE MECHANIC: Thoroughly experienced on at least 4 makes. Steady position. Good salary. 40 hour week. Give full details of experience. Box O-96, care Office Appliances, Chicago 6.

OFFICE MACHINE MECHANIC Wanted for California. Prefer married man age 25-45 with experience and references. Have one good man and need another to keep up with growing sales. Handle Smith-Corona Typewriters, Corona and Royal Portables, Victor Adding Machines, Friden Calculators and Gestetner Duplicators—also used office machines of standard make. Cover entire county, located in seat. Have roomy, well equipped shop, salary and incentive plan. In application, state how long you have repaired office machines and what kind and makes of machines you have worked on; also enclose snapshot. C. E. Dunn, Box 1047, Salinas, Calif.

TYPEWRITER & ADDING MACHINE MECHANIC for foreman. Must be sober, steady. Prefer married man—top wages. Will offer share in department to qualified man. 40 to 44 hours. Dealer of Smith-Corona, National Adding Machines, Clary, Burroughs and Olivetti in northern Indiana. Transportation furnished on job. Give complete details in first letter. Confidential. Box O-97, care Office Appliances, Chicago 6.

TYPEWRITER & ADDING MACHINE MECHANIC: Steady employment, liberal proposition. One with sales ability preferred but not necessary. Muncie Typewriter Exchange, Muncie, Indiana.

TYPEWRITER & ADDING MACHINE MECHANIC to service popular makes. Permanent, good working conditions for competent sober man. Family man preferred. Box O-98, care Office Appliances, Chicago 6.

SALES REPRESENTATIVES AVAILABLE

MANUFACTURERS REPRESENTATIVE calling on stationery and department stores in Texas, Oklahoma, Arkansas, Louisiana and Mississippi desires one additional line of leading manufacturer, preferably chairs and desks. Over 20 years' successful background. Best of references available. Write Box B-143, care Office Appliances, 100 East 42nd Street, New York 17.

DESK—TABLE LAMPS, SMOKERS: Manufacturers Agent with large following in Northwest among Hotel, Office Equipment, Furniture Companies, accepts lines. Box B-144, care Office Appliances, Chicago 6.

JOBBER ITEMS WANTED: Smaller office supply items and supplies wanted to distribute along with the Print-O-Matic machines and supplies in Minnesota, Dakotas and surrounding territory. Donald F. Rossin Co., 423 So. 5th St., Minneapolis 15, Minn.

MANUFACTURERS REPRESENTATIVE WITH TOP-NOTCH wood desk line reaching best dealers in Michigan, Ohio, West Virginia and Indiana territory wants good chair line, wood, steel or aluminum. Box B-145, care Office Appliances, Chicago 6.

SOUTHEASTERN TERRITORY—MANUFACTURER'S AGENT developing contacts in nine states wants dealer and jobber lines in office furniture, equipment and supplies. S-M, Inc., 317 Brown-Marx Bldg., Birmingham 3, Alabama.

MANUFACTURER WITH SALES ORGANIZATION covering the entire country is prepared to take over national sales distributoin for some other product to be sold to commercial stationers. Company enjoys excellent reputation, exhibits wares regularly at NSOEA convention, covers all sections of the country at regular intervals, can provide country-wide distribution quickly. Address Box B-146, care Office Appliances, Chicago 6.

ESTABLISHED WASHINGTON, D. C., Sales agency desires several more exclusive lines for sale to Federal Government, embassies and commercial accounts in this area and vicinity. Write full particulars. Write Box B-147, care Office Appliances, Chicago 6.

WANTS AND FOR SALE, Continued on page 8

SALES REPRESENTATIVES AVAILABLE, CONT'D

SALESMAN TRAVELING OHIO, Indiana and Michigan for one company is available to handle an additional line of stationery or office equipment. Will cover all or major portion of territory outlined or will include all of Fifth District NSOEA. Has traveled territory successfully a dozen years. Capable of producing good results. Address Box B-148, care Office Appliances, Chicago 6.

SOUTHWESTERN REPRESENTATIVE, Young, Aggressive, Experienced in wood and metal furniture to Retail and Dealer trade, desires TOP line of Desks, Chairs, Files, etc. Results guaranteed. Box B-150, care Office Appliances, Chicago 6.

SALES REPRESENTATIVES WANTED

A REAL OPPORTUNITY!!! One of America's leading manufacturers of "Quality" metal office chairs has territories now open for men with proven ability. If you are now successfully representing reputable manufacturers of non-conflicting lines, here is a real opportunity for you. Liberal commissions. State territory now covering and lines handled. Replies confidential. Box O-99, care Office Appliances, Chicago 6.

LARGE MANUFACTURER (est. 43 years) of Loose-Leaf Products desires Sales Representatives. Commission basis. Write stating experience, territory desired, etc. Box 951—Fall River, Mass.

SALES REPRESENTATIVES WANTED by successful, long established manufacturer of filing supplies. Productive mid-west territory. Substantial opportunity for qualified men. Write fully in first letter. All letters confidential. Address Box O-100, care Office Appliances, Chicago 6.

RETAIL BUSINESS FOR SALE

OFFICE SUPPLY and Equipment Business successfully operated for eighty years. Located in Ohio city over 250,000 population. Sales over $120,000, gross averages near 40 per cent. Established accounts. Write Box O-101, care Office Appliances, Chicago 6, for particulars.

OFFICE MACHINE AND SUPPLY Business in Southeast Georgia, carrying best lines of machines, well equipped shop, year volume about $40,000, owner wants to retire, $70,000 will handle, write Box O-102, care Office Appliances, Chicago 6.

OFFICE MACHINES AND FURNITURE Business. Several excellent franchised lines. Northwest city serving 500,000 metro population. Has recorded sales to $300,000 year, currently running $100,000 with owner devoting time to other interests. Aggressive operator can earn $20,000 up with minimum investment, low overhead, trained personnel, good service department. Sell $25,000 because owner must devote entire time to other interests. Box O-103, care Office Appliances, Chicago 6.

FOR SALE—TYPEWRITER & OFFICE MACHINE BUSINESS operating in same location for past 35 years in a Northern Ohio town, is now for sale due to owner's failing health. Will sell entire business complete with Tools, Equipment and large stock of Repair Parts together with over 100 Typewriters, Adding Machines and other Office Equipment, and all for only $15,000. This is an unusual opportunity for one or more aggressive young men who wish to own their own business. For further information write Box O-104, care Office Appliances, Chicago 6.

BUSINESS INVESTMENT

FIFTY YEAR OLD OFFICE EQUIPMENT DEALER in the Pacific Northwest offers opportunity for experienced office supply manager to buy interest in business or will start separate company. $20,000 to $30,000 needed. Enjoy mild climate, hunting and fishing. Write Box O-106, care Office Appliances, Chicago 6.

WANTED TO BUY RETAIL BUSINESS

WANT SAN FRANCISCO BAY REGION, Los Angeles outskirts, heavy on service, cash deal. Box O-105, care Office Appliances, Chicago 6.

WANTED TO BUY—Office supply business, city above 50,000 pop. Long established with good retail location. Can pay $15,000 cash. Box O-107, care Office Appliances, Chicago 6.

LISTS

WILL SELL CHEAP list of 5M commercial stationers and office appliance dealers. Also list of app. 5M typewriter and adding machine dealers. Names not duplicated. The Kraus Co., 48-02 43d St., Woodside, N. Y.

ADDING MACHINE PARTS, TYPE, ETC.

LARGE STOCKS of new and used Adding and Calculating Machine Parts available. Quotations furnished on specific parts upon request. I. A. Dehn, Jr., 1643 101st Ave., Oakland, Calif.

FOR SALE AND WANTED TO BUY, USED EQUIPMENT

ELLIOTT-FISHER, Burroughs, Moon Hopkins, Adding and Calculating Machines, Comptometers, Electromatic Typewriters, and fanfold machines, bought and sold. Chicago Office Appliance Co., 1930 West 21st St., Chicago 8.

ELLIOTT-FISHER AND SUNDSTRAND machines. Comptometers, Burroughs, Friden, Marchant, Monroe Calculators. Electromatic typewriters. Adding machines and all office machines bought, sold, rented, rebuilt. Teeter-Warsh Co., 849 N. 3d St., Milwaukee 3, Wis.

NATIONAL BOOKKEEPING MACHINES wanted, 3000 class, 4 and 6 total machines, with typewriter and front feed carriage, above 40,000 serial number; also 3100 Model, Adding Machines, Calculators, Comptometers. Advise serial and model numbers. Office Machines Inc., 619 Pine St., St. Louis 1, Missouri.

BURROUGHS BOOKKEEPING MACHINES, All Models, Bought and Sold. Give serial number and model in request for quotation. Business Equipment Co., 160 W. Larned, Detroit 26, Mich.

WANTED TO BUY: Late model Elliott-Fisher bookkeeping and billing machines. Must be over 270,000 serial number. J. & T. Office Machine Co., 605 W. Washington St., Chicago 6.

WANTED: Adressographs, Graphotypes, Speedaumats, Frames, Trays, Cabinets. Send model and serial nos. to: Addressing Machine Co. of Calif., 618 Mission St., San Francisco 5.

BURROUGHS, MOON HOPKINS, ELLIOTT-FISHER Bookkeeping Machines, Comptometers, all makes calculators bought and sold. Dorrell Office Machines Co. (Inc.), 93 So. 11th, Minneapolis, Minn.

NATIONAL 2000 & 3000 Class, Burroughs Bookkeepers, Calculators, Addressing Machines, Bought & Sold. Send full description. Pan-American, 1225 S. Olive, Los Angeles.

WANTED—ALL MAKES calculators and adding machines. State make, model, serial number and adding capacity. International Office Appliances, Inc., 326 Broadway, New York 7, N. Y.

WANTED TO BUY—Sundstrand bookkeeping machines, Models A, C and D. Give complete model number, serial, size carriage and whether front feed or back feed. International Office Appliances, Inc., 326 Broadway, New York 7, N. Y.

BURROUGHS, MOON HOPKINS, Elliott-Fisher, Remington Accounting Machines, and everything in the office machinery line. State model, serial number and we will quote highest cash prices. International Office Appliances, Inc., 326 Broadway, New York 7, N. Y.

WANTED: Burroughs or N.C.R. Bookkeeping and Billing Machines, Calculators, Comptometers, Adding Machines, etc., any style. Quote complete description and best price. AMERICAN BUSINESS MACHINES, Inc., 573 Broadway, New York 12, N. Y.

ELLIOTT-FISHER machines, calculating machines, adding machines—all office equipment, bought and sold. W. J. Crowley Company, 906-908 N. Water St., Milwaukee 2, Wis.

BURROUGHS PRODUCTS our specialty, get our higher cash prices for calculators, bookkeepers, billers, comptometers. A. L. Steen, 547 So. Dearborn, Chicago 5, Ill.

CLOSING OUT

750 LATE MODEL REMINGTON and UNDERWOOD NOISELESS TYPEWRITERS, 250 LATE REMINGTON DELUXE ELECTRIC TYPEWRITERS, each complete and in good operating condition. 12 BURROUGHS and UNDERWOOD ELECTRIC FANFOLD BILLING MACHINES. 250 RIBBONWRITER ATTACHMENTS, new, for 10" and 14" carriages, makes an original and two copies—eliminates use of carbon paper. All above items can be imported into the U.S.A. DUTY FREE. Write Crown Equipment Co. Ltd., 1011 Bleury St., Montreal, Quebec.

BURROUGHS ACCOUNTING MACHINES Bought and Sold. Dearborn Equipment Company, Inc., 301 West Lake Street, Chicago 6, Ill.

VARITYPERS, IBM'S, all kinds office machines sold, bought, wholesale, export. All-Languages Typewriter Co., 119 West 23rd Street, N. Y. CH-3-8086.

CASH FOR NIAGARA BX2M and A. B. Dick 90 Mimeographs and late model Underwood and Royal Typewriters. Housel, Box 13, Basking Ridge, N. J.

CASH PAID FOR MULTIGRAPH, MULTILITH, Varitypers, Mimeograph, Addressographs, Typewriters, Presses. Also we trade and sell. Write Dixie Service, King, North Carolina.

KARDEX, ACME, all makes used visible filing equipment. Thousands of reconditioned cabinets, panels, books, always on hand. Special service and prices to dealers for purchase or sale. Get our quotations. Chas. S. Nathan, Inc., 548 Broadway, New York 12, N. Y.

VISIBLE EQUIPMENT bought, sold and exchanged. We specialize in rebuilt Kardex, Acme and International Visible Factograph cabinets, as well as other makes. Write and tell us what Visible Equipment you need or have for sale. Special prices to dealers. Heineman Office Equipment Co., Dept. OA, 4 N. 8th St., St. Louis 1, Mo.

LARGE AMOUNT used visible cabinets, KARDEX, ACME AND RAND. Variety of sizes and styles. A-1 condition, very reasonable. Eversteel Equipment Company, 69 Spring Street, New York 12.

KARDEX, ACME, POST INDEX, ETC.

SPECIALISTS IN VISIBLE Filing Equipment for 30 years. Full cooperation offered to dealers on sales or purchases. All equipment thoroughly rebuilt and guaranteed. Commercial Card System Co., 135 Grand St., New York 13, N. Y.

State of the Industry . . . . . .

■ **Obsolence in Office Equipment.** Through NSOEA dealers in this industry have been given depreciation rates (the average useful life in years) for office equipment. These figures are taken from Bureau Bulletin F, Federal Income Tax Bureau. NSOEA suggests that these are not necessarily supported by that organization but are given solely for tax purposes.

In case a grouping is wanted the average useful life (in years) is 50 for safes, 20 for furniture, fixtures and filing cases and 8 for mechanical equipment. The items are listed individually as the following years of average useful life:

Adding machines	10
Addressing and mailing machines	15
Billing machines	8
Binders loose-leaf	20
Blue-printing machines	15
Bookkeeping machines	8
Cabinets and files	15
Calculators	10
Call system and annunciators	14
Cases:	
Book	20
Display	20
Chairs:	
Bentwood	5
Heavy	16
Check perforators	10
Check writers	8
Cleaners, electric vacuum	6
Clocks:	
Time	15
Time-stamping	10
Wall	20
Coolers, water	10
Desks	20
Dictation machines	6
Duplicating machines	10
Fans, electric	10
Folding and sealing machines	10
Lamps, desk and floor	10
Linoleum	8
Lockers	25
Money machines	10
Numbering machines	10
Photographic machines	16
Racks and stands	15
Rugs, carpets, and mats	10
Safes and vaults	50
Scales, counter and mail	10
Settees	13
Shades, window	10
Signs, board	10
Tables	15
Typewriters	5
Wardrobes	20

There's a wealth of sales material in these figures. Obsolence comes sooner than many office managers think and the dealer who can recognize out-moded and replaceable office equipment has taken the first step toward a sale. In fact, obsolence is the life-blood of this as well as most industries.

■ **Why Pick on Taft-Hartley?** The figures on strikes, as gained from the Bureau of Labor Statistics of the Department of Labor, appear to indicate that this much-maligned law has done much to bring stability in the labor picture.

In the pre-Taft-Hartley era, 1943 to 1946, there were 18,443 strikes in the U.S.

With the passage of the Taft-Hartley Act in 1947 came the period of 1948-1951 when there were 15,816 strikes, a considerable reduction in number.

The four years before this labor legislation was passed saw 12,170,000 persons out of work because of strikes. In the four years following its passage, only 10,047,000 were idled. At the same time, working men received $93,093,750 more in wages.

Good Reading This Month . . . . .

Page 13. You will sell speed and efficiency when you sell visible records. A staff writer has prepared an article on the opportunities for an alert dealer who knows how to handle this type of supplies. He explains that selling is not difficult and the potential is almost unlimited.

Page 15. Do you know how to properly figure the auto allowance for your salesmen? In today's economy a proper understanding of the cost of operating an auto is important. Reaching a satisfactory agreement on mileage is important for harmony on a sales staff. Here are ideas which can be studied with profit.

Page 17. Another dealer success story. The Leslie Schuldt Company, St. Paul, Minn., has specialized on bank equipment. The ideas which have brought extra profit are passed on for others to use.

Page 19. "Don't let incompetents damage your business" is the good advice passed along by V. N. Vetromile, one of Office Appliances' outstanding feature writers. His advice can help to eliminate "misfits" who damage a firm's reputation and profits both.

Page 20. A camera can be used as an extra salesman. Some dealers, this article points out, have discovered that today's simplified cameras are as necessary in business as the adding machine and the typewriter.

Page 22. The office machine dealer who is "good housekeeper" can put typewriter repair work on display. Read how this was successfully done at the Temple Typewriter & Adding Machine Company, Temple, Tex.

Page 23. Bill Wallis, assistant to the executive vice-president of Maverick-Clarke, San Antonio, Tex., details how his firm has discovered that it's feasible to make an entire store a display window.

Conducted by
EVAN JOHNSON
For 34 years Editor of OFFICE APPLIANCES. Since 1941, Contributing Editor

FOOTPRINTS

Benjamin Franklin appears to have left more "footprints on the sands of time" than any fellow citizens. James M. Beck, "the silver, tongued orator of Pennsylvania," named him "the most contributing citizen born under American skies."

The list of his "contributions" reveal the remarkable range of subjects with which he engaged his mind. These with his great public service made him the most outstanding citizen of his time.

"So," said the official receiving Mr. Jefferson upon his arrival in France, "you replace Dr. Franklin." "No," answered the famous Virginian, "I succeed Dr. Franklin. No one can replace him."

Pride and Humility

One particularly impressive "footprint" is the following entry in the Autobiography. "A Quaker friend kindly informed me that I was generally thought proud: that my pride showed itself frequently in conversation: that I was not content with being right when discussing any point, but was overbearing and rather insolent of which he convinced me by mentioning several instances. I determined to cure myself of this vice or folly among the rest. I cannot boast of much success for this humility but I had a good deal of the appearance of it. I made it a rule to forbear all direct contradiction to the sentiments of others and all positive assertion of my own. I even forbid myself, agreeably to the old laws of our Junto, the use of every word or expression in the language that imported a fixed opinion, certainly, undoubtedly, etc., and I adopted instead of them, I conceive, I apprehend, or I imagine a thing to be so and so: or so it appears to me at present when another asserted something I denied myself the pleasure of contradicting him abruptly and in answering I began by observing that in certain cases his opinion would be right but in the present case there appeared or seemed to be some difference, etc.

I soon found the advantage of this change in my maneuver: The modest way in which I proposed my impression, my opinions procured them a readier reception and less contradiction, I had less mortification when I was found to be in the wrong and I more easily prevailed upon others to give up their mistakes and join with me when I happened to be in the right. And this mode which I first put on with some violence to natural inclination became at length so easy and so habitual to me, that for perhaps for fifty years past no one has ever heard a dogmatical expression escape me."

Postscript. Two other incidents in Mr. Franklin's career keep him in pleasant memory. He was a stationer and he introduced rhubarb in this country.

* * *

SCRAP BOOK

Back in the 20's when the science of salesmanship was a popular new subject an old friend, a "star" traveling salesman, questioned, "What do you think of this scientific salesmanship talk?"

The reply was "I think it very worthwhile. But there is such a variety of salesmanship transactions, from a bag of peanuts to a diamond tiara, that it has received so little consideration generally. But it is to receive more."

"Say, said my old friend who was born and reared in northern Michigan, I will take a young man from the timber country and in one year make him better equipped for a job than one trained at a scientific school."

Reply, "So you might, but it would only prove that you had the best material to work upon.

"Although your product is the lowest-priced item in the stationery store I consider your success with the line due to scientific salesmanship, but you call it by another name.

"You sell Blank & Company. I see you enter the store, hear the greeting of some of the salesmen so you go back to Burt's desk. Cordial greetings there. Sorry he can't lunch with you today. Tomorrow, then. Meanwhile, Harry will check the stock and make out the order. Some more pleasantries and you are off for a call upon an old customer three blocks away. Enroute, you draw a card from your pocket, pull down your vest and adjust your garments for good impression. No voices in greetings. You go to the desk of the buyer who happens to be president of the company, handing him your card. 'Oh, I remember you very well, Mr. Manners. And we may need to replenish our stock. If you will see Miss Alice she will check our supply and give you the order. Thank you sir and good morning.' "

Scientific Selling

Transaction opened and closed by procedure quite different from that preceding. The science of salesmanship.

"Science," exclaimed the old friend, "why that's just common sense."

"So it is," was the reply. "That's the other name I said you had for it."

The science of salesmanship is the application of common sense to every factor in the transaction. We shy a bit at the term science. There seems something mysterious about "systematized knowledge of—etc."

Perhaps the science of salesmanship may be a thorough knowledge of the objective and what to say, and how to say it, and what to do to get the best results. A method that seems the same in other realms than commerce.

A BILLION DOLLARS

In January of 1913 the late J. P. Morgan of the New York National City Bank was questioned by an attorney of the Pujo investigating committee at Washington concern-

ing the control through directorates of 112 of the greatest corporations of the country having aggregate resources of capital amounting to 22,245,000,000 dollars.

Mr. Morgan's testimony was quoted in OFFICE APPLIANCES in a two-column editorial under the head "J. P. Morgan Humorist" by the late Hobart Martin, associate editor, who followed his report with the ensuing comment upon a billion dollars:

Sometimes we like to think how it would seem to have the income from that inconceivable sum—a billion dollars. Do billionaires sleep in silver beds with gold spangles on their silken pajamas? Do they take their morning baths in tubs of Parian marble to the accompaniment of orchestral music with the warm water purified by rays of ultra violet?

At the waving of their magic wands—the purse—do life's little irritations scamper from them and do pain and sorrow slink away abashed? Do joy and peace and pleasure come trouping at the pull of the silken bell cord and, at the raising of the hand which stilled the clamor in the board room, doth old Death draw the rein of his pale horse?

Nay—Nathan—not so, my child.

Tenuous Claim to Fame

The billionaire is the absurdity of the age in which we live. He is the Cardiff giant of our times. His principal claim to our attention is that he has a billion dollars.

A billion dollars!!!

He cannot spend them, neither see them, hold them nor count them. Nay! nor comprehend them. Through ownership of them and the power which attends them—there may come to him the foolish sense of satisfaction—in being a billionaire.

A billionaire!

At a touch of his office buzzer there come trooping before his august presence doctors, lawyers, merchants, chiefs (retainers, who wear the livery of his purse and read their destiny in his changing countenance); men who might have won the blessings of their fellows. Ah, me!

"Well had the boding tremblers learn'd to trace
The day's disaster in his morning face;
Full well they laughed with counterfeited glee
At all his jokes, for many a joke had he;
Full well the busy whisper, circling 'round,
Convey'd the dismal tidings when he frowned."

A billion dollars!

What shall he do with it?

There are no saddle bags in the trappings of the white horse.

Shall he find food for vanity in giving chunks of millions to educational institutions for the sons and daughters of those who can afford to attend them; or in the purchase of books for those who can buy their own; or in the collection of treasure for presentation to the view of the favored ones of fortune? Shall there be unction to his soul in the thought that when he passes on, he shall have the esteem of posterity—while missing the love of his generation? Or shall he leave after all only—a billion of dollars.

Billionaire's Place?

Bless us! What shall he do with it; this creature greater than its creator?

Ah, friends in "the choir invisible of those immortal dead who live again in lives made better by their presence." Tell us—what shall he do with it?

No doubt the billionaire has his place in the eternal cosmos if only to show us the futility of such vast accumulations and the danger of their concentration in the hands of one man or one small group of men. True, as has been said, if a man abuse his power he will lose it; but not all fabulously rich men are deep thinkers; not all have moral convictions; and may not some, in the abuse of power preceding its inevitable loss, bring down upon us a reaction that will work evil before it can work good?

The 40 years between the billion dollar incident of 1913 recorded above and the 267 billion dollar national debt of which so much was accumulated under the last two administrations, may prove to be the most eventful period in the history of the United States except the period which opened with the Declaration of Independence.

"Coming events cast their shadows before."

* * *

HOUSE ORGAN PHILOSOPHY 33 YEARS AGO

The wise man makes the best of it when he gets the worst of it.—*The Burroughs Bulletin.*

Many a white vest has only an empty pocket book and an unpaid laundry bill in it.—*I-P Service.*

Tell your customers the truth. Deceit is the refuge of the weak. Don't be a liar!—*The "Y and E" Idea.*

An optimist anticipates; a peptimist participates.—*The Peptimist of The Columbia Graphophone Company.*

Listen to the other fellow—at least part of the time—if you want to do business with him.—*Corona Bulletin.*

If you know any fellow who has no faults, send him to me. I have plenty for both of us.—*"Y and E" Idea.*

A sale "almost" made is rent "almost" paid. Don't be an "almoster"—be a "finisher"!—*Globe-Wernicke Doings.*

The only objection we have to folks who borrow trouble is that they don't keep it to themselves.—*Shaw-Walker Skyscraper.*

Orders are like measles—expose yourself to them, you will catch 'em. —*The Peptimist of The Columbia Graphophone Company.*

Your competitor will do the looking out if you keep on the outlook. —*The Peptimist of the Columbia Graphophone Company.*

* * *

GLEN BUCK SAYS

All advertising is good. But some of it is a thousand times better.

The devil hates the smell of printer's ink.

All men are pretty much alike—but it's their unlikeness that's important.

Many a salesman does not work one-half so hard for his pay envelope as his employer does to fill it.

All advertising should be created with the idea that the reader will ignore it if he possibly can.

Beauty is the name we have given to that which the eye loves best.

The real Liberty motor is the human heart that chugs for freedom.

* * *

"I am glad the eight-hour day had not been invented when I was a young man. If my life had been made up of eight-hour days I do not believe I could have accomplished a great deal.

"I am not against the eight-hour day, or anything that protects labor from exploitation at the hands of ruthless employers, but it makes me sad to see young Americans shackle their abilities by blindly conforming to rules which force the industrious man to keep in step with the shirker."

Thomas Edison—on his 72nd birthday, February 4, 1920.

INSPIRATION

GEORGE WASHINGTON

February 22, 1732-December 14, 1799

ABRAHAM LINCOLN

February 12, 1809-April 14, 1865

Office Appliances

You Sell Speed and Efficiency When You Sell Visible Records

by a STAFF WRITER

■ THE PRINCIPLES INVOLVED in the sale of visible systems and equipment remain as clear-cut today as they have in other years of our industry. Highways of success for today's dealers have the same go-ahead signals and the same detours.

OFFICE APPLIANCES finds it worthwhile to reiterate some of the information dispensed in other issues regarding visible systems which have a three-pronged purpose—for the manufacturer to make, for the dealer to sell and for the business to use.

Reduced to its simplest formula, a visible system is a "stop and go" sign for many business transactions. It is an information bureau that functions at a glance.

If a visible system is that simple, *why is its selling difficult for many dealers?*

Don't Grasp Opportunity

The answer might lie first of all in non-recognition of the opportunity. Salesmen fail to realize that loose leaf or cards with visible indexing are "musts" today for sales and personal records, comparative sales totals, customer's purchases by commodities, salesmen's activities, personal history of customers, records of quotations, control of mailing lists, and so forth.

Dealers who fail to fathom the vast sales field ready for exploration are unable to point out to customers reasons such as these why they should purchase visible records:

- To save *executive time* with properly-signaled records which provide immediate reference.
- To save *clerical time* through faster posting and elimination of misfiling. Follow-ups are clearly signaled.
- To increase *profit* both through the saving in labor and by the prompt and correct decisions which result from quickly accessible facts.

It's in the Cards

If a simple example of the advantages of visible filing is wanted in order to impress a customer, the dealer can use that provided by H. W. Barnes, educational director of the Victor Safe & Equipment Company. Mr. Barnes displays a hand of bridge cards in two set-ups. The first shows the hand "blind filed," one card upon the other. The same hand is then fanned out to expose a visible index. Immediately, the bridge player is conscious of the correct card to play.

Visible records are difficult to sell?

Not according to Mr. Barnes. He says:

"There seems to be a very prevalent idea that visible records are mysterious, require a lot of specialized study, are something to keep away from. That's plain bunk!

"The salesman who can sell some ledger sheets, a binder and an index that will fit together can sell some forms, a holding device and signals for a visible record.

"The only difference is that the sale is increased and the customer will get his investment back more quickly from the visible transaction."

It's all in the visible margin and what can be done with it, asserts Mr. Barnes. He tells salesmen, "You have to carry the gospel to the office people. If they knew how to use that valuable bit of space, they would call up and buy the stuff and there would be no need for salesmen."

Opportunities unlimited. That's the situation for the dealer in visible filing.

First of all, he can sell the idea that visible records are speedy. Posting is as quick as writing and almost no time is lost seeking information.

Signals permit better control of any operation and modern visible records permit signalling of any and every kind desired. Minutes of valuable time are reduced to seconds.

Can Repeat Sales

The dealer, too, must realize that visible is repeat business. Every user of visible records is a prospect for more. There are two factors that make them a repeat item. The first is the necessity for extending the records that were originally sold and for sheets and other supplies for that record.

The second is the fact that a single record, once installed, demon-

strates its value and other installations follow almost automatically.

Selling arguments are no mystery when the dealer studies his visible systems opportunity. Fundamentally, he can sell the idea of "streamlining," which is as essential to business today as it is to the contours of the 1953 automobiles.

Visible record-keeping is so complete, so condensed, so simple and so speedy in operation that it reduces resistance to the minimum. Visible's superiority resides in its almost magical ease and precision of operation and in the practicality and universality of its application.

It's a matter of selling *finger-tip control,* a necessity of modern business.

No longer does record control consist of a few books, a pen and a bookkeeper who serves as an adding machine. Looseleaf has entered the picture and the "visible" angle has provided a faster and closer control of sales, stock, overhead, costs and so forth along with providing improved service to a firm's customers.

A Specialty Item

Selling of such equipment is naturally a specialty type of merchandising. In order to sell the very highest degree of service to a customer the dealer should know what the equipment can do and what it cannot do. It is essential for him to put the service idea foremost.

By approaching predetermined prospects with a definite knowledge both as to the type of records used by his organization and the best methods by which they can be visibly controlled, he can automatically create respect and secure interested attention. From this basis, sales are bound to accumulate.

A thorough knowledge of both the functional and vocational type of records is essential in the increase of sales volume.

What is the market for visible systems? Of vast potential, if the dealer stops to analyze the businesses of his customers.

The systems are available for merchants, manufacturers, insurance and real estate offices, credit houses, garages, and so forth. When properly equipped with signals, they get information in a hurry, for the data is ready at a glance.

Has Varied Uses

For example, the visible system is valuable to the insurance man who must keep a record of policy expiration dates, the due dates of premiums, and so forth. It is of use to the garage man who notifies his customers when they should have the oil changed in their autos or check-ups made, and it is of almost inestimable value to business and professional men generally, making easy a multitude of operations which under the old systems were cumbersome and slow.

The procedure is merely to transfer the record in question from some antiquated, lost-motion compiling system to modern, instant reference equipment. It offers a challenge to the salesman with a versatile type of mind who wants to sell what is best for the customers and to effect economies no matter what the initial cost may be.

How can prospective customers be approached?

It's easy when the salesman demonstrates that he can be of real assistance to the customer and secures permission to make a survey of certain records from which he can make definite recommendations.

Demonstrate—Sell

It can be demonstrated, for example, to:

Sales managers, who need visible records for better customer control.

Credit managers, who have a very definite need for more complete credit and collection information at their finger tips to speed up collections, thus improve credit control.

Purchasing agents, who need a visible vender record, that will give them instantly every fact regarding price, delivery and service.

Shipping managers, who need visible records to maintain accurate control over outgoing orders.

Office managers, who need visible records to keep every detail of personnel.

Store managers, who need visible records to keep track of stock control and turnover.

Installment managers, who need the latest type of visible records to "ride herd" on deferred payments.

One dealer, who has been successful in boosting his sales of visible equipment, approaches such an array of prospective customers, with this reasoning:

"The secret of selling such equipment lies in the presentation of a simplified form to conform with some card system the customer is now using. It is very easy to draft a condensed form from some card which they use. Perhaps a little improvement on the arrangement of the information on the card will bring the sale. We find that the price seldom discourages the customer from buying, if he is already sold on the ease and facility with which card records can be handled with the visible system. The designing of the form, too, always impresses the customer."

How to Select Line

Granted that he wants to sell visible equipment as a main line of his business, *how should the dealer select a line?* Factors governing his choice should be:

- That this equipment be mechanically perfect and efficient in every detail of operation to give his customers the maximum of service.
- That the manufacturer is equipped to give a complete service in devising forms and indexing systems for any requirement.
- That the merchandise and service will return to him a reasonable profit, and that every sale will result in a satisfied customer.

Remember, lastly, that cheap merchandise means cheap men and cheap men, poor sales. Do not forget you must face your customers after the goods are delivered.

America is the land of opportunity for the stationer and office equipment dealer. And visible records provide a part of that opportunity.

THERE SHOULD BE no age limits placed upon ambition, alertness, creativeness, or, in fact, on anything that may mark the mental or spiritual progress of any human being. Even though many of our ventures come to no profitable end, the very fact that we ventured should be to our credit. People who stand still, or just watch from the sidelines of life, only partly live. To venture, and only to get fun out of it, has a constructive angle to it. Keep venturing, and you'll never grow dull!

—George Matthew Adams

Figuring Car Allowance for Today's Salesman

by FRED MERISH
business analyst and financial counselor

■ A GOOD SALESMAN is hard to come by these days. The dealer who employs good men should do everything within reason to keep them. Sales directors have found that one reason salesmen quit their jobs is dissatisfaction with the allowances given them for the use of their own cars on company business.

One way for a jobber to by-pass these gripes is to furnish the salesmen with cars but this requires a substantial investment that many dealers cannot afford to make.

During the past year some revealing studies were made on the subject of car allowances to salesmen. Analyzing the research figures we find that during the past two years the allowances paid salesmen for the use of their cars on company business have increased 5%. During the same period company-owned cars showed a 6% increase, the per-mile cost is one cent under the average per-mile allowance paid salesmen.

In other words, if a management wished to follow these research figures it would pay its salesmen one cent a mile more than the cost per mile recorded for its own cars. This would be satisfactory if the company cars were similar to those operated by the salesmen or if all the salesmen's cars were of like kind. But salesmen working for the same management usually own cars that differ in more ways than one.

Expenses Vary

A salesman with a big car will run up bigger operating bills than a salesman with a small car. An older car will cost more to run than a new car, and so, the best way to keep down gripes from the salesmen on car allowances is to have each one make out an expense report as shown here.

The research figures we analyzed disclose that less than 10% of the managements reviewed pay actual car expense to their salesmen. This may be the source of considerable irritation to outside salesmen. It may have a depressing effect on the volume of business they bring in, and so, the dealer will do well to find out whether his method of compensating salesmen for the use of their cars needs overhauling for the good of his business.

Check Flat Rate

The studies show that 40% of the dealers pay no car allowances. The remaining 60% show the following breakdowns:

25% pay a flat rate per mile.

65% pay a flat rate per week or day.

10% pay actual operating expenses.

Some 90% of those paying car allowances pay a flat rate of one kind or another and were the rate adequate to cover actual operating costs it would make no difference whether the dealer paid one way or another. But the reports showed that in more than half the cases the dealers were paying approximately the same flat rate they paid 10 years ago, and everyone knows that car expenses, the same as other business costs, have jumped considerably in the past decade.

So, the dealer paying a flat rate had better check it with the report form shown here. Have his salesmen fill in the figures. If he finds he is short-changing his salesmen on car expenses, for the good of his business, he should increase them. A dealer needs the good will of his salesmen as much as he needs the good will of his customers.

Car operating expenses, like overhead expenses in general, are of two different types, fixed and variable. Fixed expenses, such as depreciation and insurance are about the same whether a car is driven one mile or 1,000 miles. A flat rate per mile assumes that car costs vary in direct proportion to the mileage. But there are great variations in what it costs per mile to run different cars and the dealer who pays a flat rate to all salesmen should have them keep detailed records to make sure his flat rate is equitable to all.

Sometimes the mileage allowance is the same for all territories. At other times it varies with the territory, which is considered more fair because some territories, particularly in mountainous sections, are rougher on cars than others and operating costs are higher.

Keeping Track of Costs

Where actual operating expenses are paid, the forms are kept in a looseleaf binder and checked from time to time to note excessive expenses or unwarranted general increases in operating costs. The salesman fills out the report and sales directors contend that, in the long run, the car expenses reported by the salesmen are no greater than an equitable flat rate and the former has the advantage of making salesmen feel that they are being paid in full for territorial coverage and not sharing the boss's burden.

Every salesman who uses his own car sometimes wonders if he is getting a square deal from the boss. It pays to minimize any doubt in his mind.

Incidentally, the filling out of a "Salesman's Car Expense Report" gives each salesman an accurate picture of his car expenses. It tells him when a motor needs overhauling or tuning up, calls attention to the need for preventive maintenance that keep operating costs down and minimizes the accident hazard.

Remember that salesmen drive

Should a Firm Supply Salesmen with Autos?

In the debate concerning whether or not firms should supply salesmen with autos, the following arguments in favor are given:

—Gives the management better control over cars, their use by the men, their make, type of insurance and company liability.

—Relieves the salesman of an investment in a car.

The reasons given by the 75% who require salesmen to supply their own cars were:

—Salesmen take better care of their own cars than they do company cars.

—Salesmen seem better satisfied with their own cars.

—No company investment is necessary.

—The financial outlay would be too great.

—It eliminates the controversy over men using company cars for personal use.

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their own cars for pleasure and are interested in keeping down operating costs and increasing the safety factor. A number of dealers reported that their salesmen had come to them insisting that they were not getting an adequate flat rate, that their actual car expenses were higher, and when they had the salesmen turn in actual expense reports, they found that the flat rates paid were in excess of the salesman's actual costs. This stopped a lot of griping that didn't help sales any.

Before overhauling the car allowances you pay salesmen, it is wise to get detailed reports for at least a month on the form shown here so that you set this expense accurately.

SALESMAN'S CAR EXPENSE REPORT

Week of.....

Salesman's name
Territory covered
From..... To.....
Speedometer reading
Prior week's car expense

Make of car
Model..... Year.....
Mileage covered
Advanced.....$
Due Salesman $.....

Operating expenses

Gasoline .....No. Gals.....$
Oil.....No. Quarts.....$
Greasing .....$
Tire repairs.....$
Minor mechanical repairs.....$
Toll charges.....$
Garage expense on road.....$
Washing .....$
Towing .....$
Miscellaneous .....$

Total operating expenses.....$

Maintenance and repairs

Insurance .....$
Body repairs and painting .....$
Tires .....$
Major mechanical repairs .....$

Total maintenance expense .....$

Operating expense .....$
Maintenance expense.....$

Total car expense.....$
*Prior expense to date.....$

Total expense to date.....$

Date .....

Salesman .....

**Figured from beginning of the year.*

Firms Buy, Lease

Some companies use the car allowance as a sort of bonus. If a salesman sells a certain quota, the car compensation is allowed. If he falls under the quota, he receives no allowance. Other companies gear the car allowance to the sales volume. For example, a $2 allowance for every $100 in sales turned in, the ratio depending upon the proposition and not susceptible to standardization.

Other managements split the car expenses, usually 50:50, and absorb all the expense if the salesman reaches a stipulated quota on sales.

The incentive angle in compensation paid for the use of salesmen cars has possibilities. The jobber who gives it thought should be able to come up with a satisfactory plan that will induce his salesmen to sell more to get his car expenses paid.

In this way, the dealer who has not been paying allowances, or whose allowances do not cover current operating costs, and whose salesmen are not happy about it, may be able to pay adequately and yet earn more profit.

The research reports showed an increasing number of concerns in all fields were purchasing cars for sales use. As cars become higher in price there is a greater investment required of the salesmen if they must buy their own cars for business purposes, and in some cases, this prevents a management from getting good men.

The studies analyzed show that the ratio of concerns supplying cars for salesmen runs around 25%. 10 years ago the surveys of that time reported 20%.

In the studies reviewed, about 35% of the managements require their salesmen to pay for liability insurance, 32% share insurance costs with their men, 13% pay liability insurance premiums for them.

In general, the rule is that when the salesmen supply the cars they pay for the liability insurance. When the companies supply the cars, they assume the insurance burden.

Incidentally, it was also noted that the leasing of fleets of salesman cars by large companies has shown an increase during the past two years, the companies, in effect, renting the cars by the year. This method eliminates the large investment required when a company must purchase all its cars.

High costs and high taxes are putting such a heavy burden on working capital these days that even large companies have difficulty finding money to make the investments in business assets that they found it comparatively easy to make years ago. That is the reason they are going in for more leasing than buying of rolling stock.

The bane of all sales managements is the salesman who purposely skips an interview with a prospect because he lives in an outlying section, and the salesman, paying his own car expenses, doesn't care to spend his money on long mileage. This has been reported to us many times by office appliance dealers.

The complaint, in fact, is quite universal where salesmen pay their own car expenses and it results in loss of business undoubtedly because prospects in outlying sections are often better potential purchasers than those nearer home for the simple reason that fewer salesmen visit them.

Dealers who have adopted some form of car compensation just to eliminate this costly lapse report betterment in the matter of calls on customers in outlying sections and increased sales.

The satisfied salesman is a better producer than the disgruntled one and the method of paying car compensation or the policy of not paying at all is too often the reason why salesmen are dissatisfied with their jobs.

Many dealers now recognize this and have taken steps to adjust their car compensation plans to eliminate discontent. Whether the reader should pay car compensation or not or what type plan he should use is up to him to decide.

Specialization on Bank Equipment Pays Dividends to Alert Dealer

by E. C. PITKIN
correspondent

■ CONCENTRATION of attention on one particular type of office equipment has brought recognition to the Leslie Schuldt Company, 49 W. Ninth St., Saint Paul, Minn.

This company specializes in bank equipment. This is tied in with lay-out service for new banks, savings and loan establishments and similar institutions, as well as modernization of those already established in the same field.

"Naturally when a company is constructing a new building or modernizing, it is furniture-minded," said Leslie Schuldt, owner and manager of the business. "New furniture and equipment is considered a part of the modernization picture and we are prepared to furnish banks and similar institutions completely, from lead pencils up to vaults."

This complete furnishing of needs for such type of business permits the line to be quite diversified, presenting furniture, fixtures, files and accessories in wide selection.

"Offices must be tooled for production just as carefully as a shop," said Mr. Schuldt. "An office needs the right tools in order to have the most effective production, eliminating waste of time and effort. Our province is to give expert advice as to the needs of the individual business and to furnish the merchandise for the proper equipment."

Carry Wide Stock

A wide selection is advisable to satisfy a variety of needs. The necessity for the furniture to conform to the size of rooms is considered when sales suggestions are being made. Proportion and styling are accented as being of importance. Comfort for workers is also featured in height of desks and design of chairs for utmost efficiency.

The company also considers color in its suggestions. The trend toward lighter colors is recognized in the wide range of stock which is offered. Co-ordination of all furniture and pieces with color schemes is given thought so that the general effect will be artistic as well as utilitarian.

The company utilizes a front section of its floor space to show handsome desks and chairs together with accessories suitable for bank offices. In these there is deviation in design and color and kind of wood, all of high quality with enduring value and beauty.

In show cases near at hand are gift items which banks may use in advertising. These, too, are widely diversified, and are strongly featured, offering a good field for extra sales.

Calendars are a part of stock necessary for banks. They are shown in good variety and have regular sale.

A file and chair room is at one side where merchandise is arranged for easy inspection.

The company has eight salesmen on the road who cover the Upper Midwest—Minnesota, North and South Dakota, Montana and Wisconsin.

THE SALT LICK

Monthly musings on salesmen and their problems

by L. R. ADDINGTON, vice-president dealer sales, Art Metal Construction Co.

■ SOME SALESMEN just make calls for the sole purpose of picking up orders for the supplies which the customer needs to carry on the business during the next week or month.

This approach makes a living for many men in our industry.

By making the same number of calls on the same accounts but adding the element of planning a salesman can add a substantial volume to his sales and more money in his pocket.

It is easy to plan the next day's work by using a half hour the day before doing four things:

1. Make a list of tomorrow's calls.
2. Decide to take some new item to demonstrate to prospects. (Plan your demonstrations also)
3. Look through follow-up file and note follow-up on previous quotations or proposals.
4. Make up your mind to be alert to possible new needs noted by observing the condition, age, or obsolescense of the equipment now in use.

Planning is a continuing habit. It can have added meaning challenge and plus results if the ambitious salesman will maintain a simple follow-up in his desk draw, card file or a *visible user history record.*

Any salesman can create more orders by making sensible suggestions on every call that the customer buy new products which would improve everyday office production.

Make a note of these suggestions on a 5 x 3 card or slip place them in your follow-up file behind a day guide. They will show up within a reasonable time so that you can again remind your customer of his need.

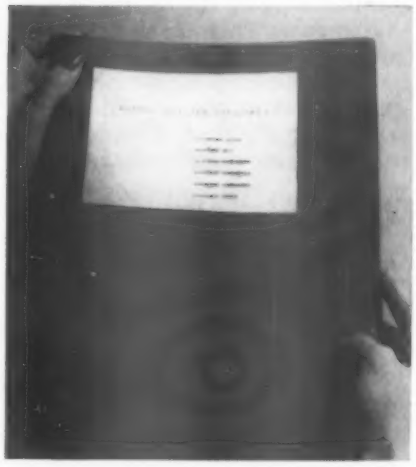
A good follow-up on previously made quotations or suggestions is the nucleus around which planning for tomorrow's work starts.

Planning your work means sticking to the pattern of, thinking about who you are going to call on, deciding on what new product you are going to demonstrate and asking for an order for items previously shown or quoted on.

We learned our A-B-C's by repetition. You make sales by repeated reminders to your customers that it will pay them to buy better supplies and tools in their office operations. This is the ultimate in sales planning. They must be told over and over again.

How to Make a Sale . . . Techniques for approach, arousing interest, answering objections and closing the sale. Assign an old hand to demonstrate these steps, then steer his pupils through mock sales.

The First Rule . . . of selling is "Know Your Product." A sales training course must start by teaching new men all about the things they sell.



The Reference Book . . . A manual summing up pointers of the training course helps to make them stick. It should tell the new man about his job and how to do it.

Mechanics of Selling . . . The new salesman must learn how to write up a sale, make change and follow other standard selling procedures.

Things a New Salesman Should Know

by DAVID MARKSTEIN
special writer

■ YOU CAN TRAIN your new salesmen to do a better job of selling without expensive sales training set-ups. You can do it in a few after-hours sessions. Here is a plan for doing the job. All it calls for is a little time—yours and that of your employees—plus a very small cash outlay which can be so tiny that it fits into the "petty cash" classification.

"There are three things that a new man should learn in order to become a good salesman," one dealer said recently. "He should know all about his products. He should know how to sway people—how to sell location owners and, on occasion, the consumers. And he should be well-grounded in human relations techniques. In simple terms, this last means no more than that he should be able to get along with people, all kinds of people, good and bad, agreeable and cranky, happy and angry."

The three-day training program takes in these three branches of selling knowledge. It is based upon one-hour to two-hour sessions held either before the regular opening time or just after closing hours. Some office equipment dealers say that after hours is the best time; others like an early start.

There are many ways of handling a training class. A plan allowing the "trainees" to participate is best. This keeps their interest how since they are a part of the course, not merely spectators.

When available, training films and slides do a whale of a job of teaching. Often, manufacturers can supply films. Other good sources of movies and slides are state and county school boards (which often can furnish these from their distributive education libraries) and public libraries.

Typical Session

A format for a two-hour training session that has been found effective in office equipment stores goes something like this:

One hour, or three-quarters of an hour, of "lecturing." Or — when films can be had—a movie showing of approximately the same length of time.

A middle period devoted to discussion. Here, the salesmen-in-training are invited to ask questions of the lecturer or the boss, tell their opinions on what they have just heard, and otherwise join in a bull session about the topic.

A wind-up in which main points are reiterated, the lecturer fires questions at his audience, and the trainees demonstrate what they have learned.

Don't Let Incompetents Damage Your Business!

Inexperienced Sales Personnel and Natural "Misfits" are Threats to a Firm's Reputation and Profits

by V. N. VETROMILE
feature writer

■ JUST AS TRULY as a good man is known by the company that he shuns, a desirable retail store is known, in effect, by those potential employees that the management avoided hiring even though the people of the community don't know who they are.

The consensus of retail management experience with regard to that historic merchantile headache known as "hiring help" is that the most important principle in efficient employee selection is the judicious elimination of unsuitable applicants.

To the extent that it is feasible to recognize applicants who are either so patently unfit for retail selling in general or so questionably adaptable to the specific requirements of the office supply and office machines salesroom that trying them out would be a waste of time and effort, such applicants would better be screened out.

The shrewd and amply-experienced dealer in office appliances knows that even the best references from former employers are not infaliable evidence of efficiency although, usually, they *do* attest with reasonable reliability the character of the applicant.

Minimize Turnover

The dealer naturally seeks to minimize the risk of impairment of the store's service because of unwise or too-frequent changes in operating personnel. He realizes that the problem is complicated by the fact that he can not ordinarily (except, perhaps, in the very largest centers of business) find quickly, right at hand, men who have already been "machined by experience," so to speak, for his requirements. He realizes, furthermore, that excessive hiring and firing places any retail business in a bad light in the eyes of the community.

In my opinion, there is some reason to suspect that one of major causes for the high incidence of second-class personnel in the retail stores of some localities is that the typical employer of only a comparatively few persons seeks to avoid the necessity of training a work-crew. He obtains employees whom other retailers of the community have, at various times, presumably trained to sell merchandise.

The rub in this notion is that so many proprietors of the smaller stores of all kinds are trying to do the same thing. The fallacy of expecting to be able to find ready-trained employees is evident. There are never enough of them available at any one time in any given locality—especially for a business such as that of selling office machines and office furniture with its many technical and auxiliary service features.

Good Alternative

When experienced applicants—those able to show certified records of specific experience in the stationery and office appliances business—can not be obtained readily, the best alternative "bet" is to try to hire men and women of aptitude and pleasing personality, who have had *some* kind of selling experience. They can then be trained in the specific requirements of the store in the hope of developing a sales-floor organization that will be able to perform personalized, efficient, and distinctive service in catering to the trade. Even the applicant who has had some actual experience in the trade, however, may require a certain degree of pre-training in some points of policy or system in a new employment affiliation.

Find Careful Person

Entirely apart from consideration of knowledge of technical points of the business and aptitude for selling—indispensable as both these qualifications are to the maximum value of the employee's services—if, in *addition*, the co-worker is careful, thorough, and punctual, his or her value to the store is doubled.

Careful employees — careful in stock-handling, money-handling, and in public relations matters—can save money for the business and at the same time help their employer in the important objective of fostering favorable reputation and prestige.

Any employee who, though honest and making due effort to fill his job, requires too much supervision is not usually worth retaining beyond the time it takes to find a replacement for him.

This point was impressed upon me by one old-timer in the trade

(Turn to page 118, please)

You Can't Merely Write and Wrap

That day is gone, if it ever existed anyway, when any dealer, who had any expectation of ever selling to the same buyer again, simply wrote up an order for a long bill of equipment and dumped the merchandise into the buyer's premises. He did so without any proper pre-determination as to how the equipment would fit and function and whether that buyer was really ordering the exact equipment, in both number and kind, that would be the most efficient and most economical for his requirements.

The adequately trained and reasonably experienced salesman of this day, when he is selling such a bill of equipment for complete office installations, is supposed to know something about the economics of office maintenance and the efficient work-flow of the administrative functions of the business firm being served. He should know about its day-in-and-day-out paper work from the departmental foreman's requisition for stock, if the buyer is a manufacturer, and the purchasing agent's orders on suppliers, right down the line to the forms used by the shipping, billing, and accounting offices.

Such an experienced, and expert, salesman, points out to management that office equipment is a long-range investment in increased paper-work efficiency and economy and that its value can not be appraised properly on the basis of immediate cost alone.

Photos Offer Office Appliance Dealers an Extra Salesman

by WILLIAM A. FAIR
special writer

■ ONCE UPON A TIME, an office appliance dealer who just happened to be a photography enthusiast decided to use his camera in his business. From that day on his camera became a profitable part of the business. Its use not only increased the stores sales but proved to be both a time and money saver.

"The camera is easy to use," he says. "It had to be because I'm no photographer. Any dealer can use the cameras they're making today. The mystery's been taken out of photography and so has the expense."

Recent advances in photography have made the use of a camera for either color or black-and-white photography relatively simple. Today's simplified cameras make their use in business as necessary as an adding machine, typewriter or other piece of equipment.

Today, more and more business men are discovering that photographic equipment can not only increase the selling power of their business but also lower overhead costs and increase efficiency in the store. For example, one camera manufacturer has discovered that 41% of its customers are using cameras for business purposes.

Show Selling Points

What better sales point can a dealer use than to be able to show a prospective customer exactly what the desk being discussed will look like? Many dealers not only have color slides available in the store to show customers but also use them when soliciting business outside of the store.

These dealers have found a potent selling weapon in showing prospective customers photographs of their office equipment in use by satisfied customers.

It is almost impossible for any dealer to sell outside his store with samples. But, he can sell with photographs. Many types of cameras are available.

One of the most novel is the three-dimensional type camera that not only gives you excellent color slides but adds the important third-dimension effect. When a customer looks at the slides he sees exactly what the equipment looked like in use. Pictures always sell easier than words. If they are pictures of something with which the customer is personally acquainted their selling power is much greater than if stock illustrations are used to sell such equipment.

Every dealer at one time or another has received a damaged shipment of merchandise. When this happens many stores snap a picture of the goods as delivered in the hands of the person making that delivery. What better proof could any dealer offer in settling complaints than an actual photograph of the damaged delivery?

The dealer who takes his camera with him to his convention will not only build friends but will also bring back many pictures that can be used later in his business. Every convention will have display ideas that one will want to remember and the camera provides a perfect memory.

Many Uses for Photos

Window displays can be dressed up and made more interesting with pictures. One sure way to have the public notice our windows is to keep photographs in them. When these are changed often we will find the public looking for those changes.

Also, the photographs used in window displays can be used effectively in newspaper ads or publicity releases. Most people are attracted by a photograph in the newspaper and will usually stop to look and even read the caption. It's a simple way to give advertisements more pulling power.

Although most dealers dislike thinking about it, accidents can and do happen to both employees and customers in our stores. What better proof can a dealer have than a quick picture of what happened right on the spot? For example, a customer slips on the floor—a picture is taken of what happened, where it happened and what caused the accident. A good on-the-spot photograph will save the dealer much time and sometimes a lot of money when settling with the insurance adjuster.

One dealer who does a lot of mail order, when shipping large orders, takes a picture of the order and package, and sends it to the customer who will receive it, keeping the negative in his file.

For one thing it's a pleasant way to announce a shipment to a person. And, it's a perfect solution to keeping a record of condition of the order at the time of shipment. It's your guarantee of proper shipment and packaging.

Helpful in Training

New employees are often hard to train in proper methods of sales and display. When photographs can be provided to new workers this training will be both simplified and accelerated.

For planned publicity a camera will work wonders. Pictures of local persons such as the mayor or some other local dignitary at a store event or posed with a display, will not only be attention getters in window displays but can be effectively used as publicity releases to newspapers. The people photographed will also appreciate receiving a copy of the picture.

Photographs taken of office arrangements at new building openings can also be profitable when presented to the customer as a gesture of good will. Not only will the customer appreciate these pictures but often new customers are attracted to the firm when they see them. It's a good way to reach prospective customers that otherwise might never be sold.

The camera and its accessories, flash unit, and so forth, need not be either expensive or complicated. Not does the dealer have to be an amateur or professional photographer to get good results. Modern cameras are easy to use and will produce excellent results. Any camera store will be able to recommend equipment suited to our needs, if we want one camera to do an all-around job or several for specialized work.

Try These Tips

When taking the picture, a few tips gleaned from commercial photographers will save you both time and money. These are:

1. Use a camera with a fairly

(Turn to page 31, please)

Old Timers' Party

Man of Southern Charm

Zac Smith Likes Dixie, His Industry, NSOEA—Long a Traveler, He Knows Conditions Here and Abroad. Success of His Firm in Birmingham, Ala., Proves Merchandising Skill.

■ THROUGHOUT THE stationery and office equipment industry Zac Smith is known as that genial gentleman of the South. His qualities of friendship, integrity and jovial leadership have endeared him personally to dealers and manufacturers of every state, beyond the confines of his beloved Dixie.

This president of the Zac Smith Stationery Company, Birmingham, Ala., has truly risen in the ranks of NSOEA, serving as governor of District No. 4 twice, as vice-chairman of the distributors' division in 1949, vice-president in 1950 and president of the association, 1950-51.

Energetic Traveler

Traveling the length and breadth of the nation to attend regional conventions, Zac Smith was welcomed as an entertaining speaker and an association executive who could counsel other dealers because of his own success in the industry.

His journeys have not been confined to the United States. He terminated his year as NSOEA president with a trip to England to meet with stationers there and then he visited France to gain an insight into that nation's industry.

Life of Variety

Traveling is nothing new to this "man in motion." He once organized the Zac Smith Tours and conducted them to nearly every country in Europe prior to the outbreak of the first world conflict.

As an engineer, a soldier and a stationer his life has been one of variety and excitement. He graduated from Alabama Polytechnic Institute in Auburn, Ala., and received the degree of Bachelor of Science in civil engineering in a post-graduate course at Columbia University.

He was civil engineer for the Southern Railway, Tennessee Coal, Iron & R. R. Company, and served as a mining engineer of Ladura Mining Company, Mexico. He heard the call to arms and was a captain of the 105th Engineers, 30th Division, serving overseas one year in World War I.

Interests Are Varied

Since 1919, Mr. Smith has been president of the Zac Smith Stationery Company and also president of the Zac Smith Blue Print Company and Carlzac Holding Company. He is an elder in the Independent Presbyterian Church, a charter member of the Kiwanis Club, a member of the B.P.O.E. Elks No. 79, the Zamora Temple, Birmingham Country Club, Mountain Brook Club and a director of the Birmingham Chamber of Commerce.

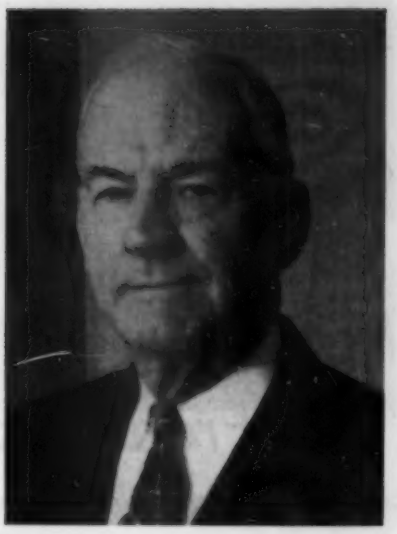
Zac Smith Published Ideas for Management

Of distinct help to the stationery and office equipment industry was a handbook, "Ideas for Management," published by Zac Smith in 1951. This was distributed at regional meetings and reprinted in Office Appliances.

Mr. Smith declared, "In establishing or running any business, there are three departments or sections which must all coordinate. If any one of these three fall down, the structure is more than likely to collapse:

1. *Your product or service.*
2. *Selling of that product or service.*
3. *Management policy and bookkeeping.*

"It has been proven," he asserted, "that the primary reason for business failure is poor management."



Zac Smith

Completing his term of office as president of NSOEA, Mr. Smith told OFFICE APPLIANCES:

"Last year I had the opportunity of visiting many, many NSOEA dealers in practically every state. I like to think of many of these dealers in terms of 'The Romance of Our Industry.' This combines your thinking with business and romance. The tremendous progress in our industry was certainly inspired by romance.

Recalls Start

"The history of our firm, the Zac Smith Stationery Company of Birmingham, Ala., is typical of the many firms that I have visited and will remind many of the old timers of the progress in our industry.

"In 1915 our firm occupied a space 15 feet wide and 90 feet deep. We had a large stove in the center of the store surrounded with a sand pit in case some of our tobacco chewers (like the late Bill Hoge) missed. All the accounting was done by hand and all books sold were bound books and very few items (box files $.25) that were stocked then are sold now.

On Larger Scale

"Today, we occupy 42,000 square feet heated with natural gas or steam heat. Our sales have increased 100 times (our taxes a great deal more) and we carry most everything for the office from A-Z.

"Growing with the economy has been a wonderful experience.

"I am most grateful to the members and wives in our organization, to the NSOEA through the years, to the manufacturers who supply us and to the trade magazines, especially OFFICE APPLIANCES, for their wonderful help."

Putting Typewriter Repairs "Up Front" Pays Dividends

by BERT MERRILL
correspondent

■ SEVENTEEN YEARS AGO, when Temple Typewriter & Adding Machine Company, Temple, Tex., was organized, the management decided to "put typewriter repair work on display."

This was a novel idea at that time, and it remains so even at present, according to J. K. McQueen, head of the service department, and William Clark, sales manager.

From the outset, the firm's executives felt that "giving the cutomer some encouragement" in the form of a clean, efficiently-operated shop, would bring typewriter repair volume their way. Experience has proven them absolutely correct.

"Like most other office machine repair organizations, we felt at first that the generally unsightly condiditions which extremely soiled machines, hundreds of small parts, and complicated repair work bring about, would rule against the idea," it was emphasized.

Took a Chance

"Most office machine dealerships have been careful to conceal their shops for exactly that reason. The mechanic who has a heavy load to contend with, can scarcely be blamed for utilizing every inch of possible space to lay parts and it is not his fault if an accumulation of ink, grime, grease, and soot gradually stains his workbench and surrounding surfaces. Still, however, we believed that an extremely workman-like atmosphere, with neat, cleanliness visible everywhere, would indicate care and precision in office machine repair. Therefore, we decided to take a chance, and the results have been good ever since."

The service counter at Temple Typewriter & Adding Machine Company extends across the rear of the store, and is flanked on one side by a display of newly-reconditioned machines, and at the opposite end, by the repair shop itself.

Contrary to usual practice, the repair section is equipped with all-white shelving, a clean, stainless steel workbench on either side, neatly racked instruments and tools, turntables which are removable for regular solvent cleaning, and equally neat furnishings from every aspect.

"Good Housekeeping"

Stools on which two mechanics on duty are seated, are regularly repainted, the metal workbench tops are frequently "holystoned" down to glittering appearance, and every piece of equipment and part in processing is wiped thoroughly clean before the day's work is considered over.

Much of the firm's typewriter repairs are thus carried out only a few feet away from the customer, who comes in to discuss purchases, to ask repair prices, or to visit the store for any purpose. There is a great amount of interest evidenced by almost every visitor, according to Mr. Clark, with the certainty that the businessman will remember the "good housekeeping" on which he has commented.

"Typewriter repairs are something which the average person does not require often in his life," it was likewise added. "If, however, the shop has made so strong an impression that the customer is surprised, it is logical that he will remember our location."

Needless to say, every customer who comes in to purchase new office machines of any type at this central Texas store is, at least momentarily, "exposed" to the repair department, and gets an opportunity to admire its scrupulous appearance.

In fact, Mr. Clark and Mr. McQueen have made it routine policy to check over each new office machine sold to a customer who wants to take it along immediately, at the repair bench for any loose parts, for oiling, and other "small touches." The mere fact that the machine has thus been checked, of course, focuses attention on the repair department.

Increase Rentals

One of the most unusual developments which this "repair department on display" policy has brought about has been a sharp increase in rental volume. Despite the relatively small size of Temple, a railroad center community of some 22,000, Temple Typewriter & Adding Machine Company usually has around 300 machines out on rental at all times.

During the slack years of the depression, the number never dropped below 50, and is expected to keep on building as agricultural and industrial interests keep growing.

Experience Boom

Situated midway between two of the largest air force installations in central Texas, Temple Typewriter & Adding Machine Company is experiencing a boom in the sales of all office machines, and the overall volume has grown with equal speed. Incidentally, the firm has, for the past several years, standardized on a $18.00 overhaul price, slightly below the average elsewhere in the nation, but highly acceptable to the public as a spindleful of repair tickets indicates.

"The service shop with its completely open appearance has been one of our most valuable advertising assets," Mr. McQueen said, "and we believe that it will continue to do so as long as we are painstaking enough to keep its impression up."

Store is Display Window . . . The display-effective store front of Maverick-Clarke in Corpus Christi, Tex.

New Front . . . Securing the J. C. Bair Co. store in Austin, Tex., Maverick-Clarke remodeled the front with this result.

Make Your Entire Store a Display Window

by BILL WALLIS
assistant to the executive vice-president Maverick-Clarke, San Antonio, Tex.

■ WHEN MAVERICK-CLARKE secured the J. C. Bair Company in Austin, Tex., recently, one of the first steps taken in remodeling and modernizing its building was to remove the "backings" of its display windows.

The large display windows made the store a "natural" for a visual glass front. But its former owners had blocked the view of the interior by putting in backs to the windows to permit the use of individual window displays.

The second step in remodeling the main floor was to completely rearrange the stock, with the low items in front, the higher ones further to the rear, and numerous small items on the walls at the rear and on both side walls of the store.

Why?

In order to *make the entire store into a huge and effective window display.*

Display windows are still retained in modern department store plans for three reasons. In the first place, the department store is usually too large for effective store display. In the second, crowds are likely to cut off the view and render such visual advertising ineffective. And in the third place, the department store depends largely upon the display of a few items for effective advertising.

None of these reasons apply to the office equipment establishment.

It is not too large for attractive interior display. Its merchandise, if often seasonal, is rarely "price" merchandise. And—as any office appliance man will gladly testify—it does not often have crowds which will obscure the view of the store. Would that it had!

So the visual front, which presents a display of the entire store is the best display for the office supply man. And we at Maverick-Clarke have equipped five of our six retail outlets with visual fronts and have adopted it as a general policy in other stores which may be opened.

The only reason that the main building in San Antonio has not yet been supplied with such a front is that it was never designed as a store at all.

It was, originally, a telephone exchange building, and was acquired by Maverick-Clarke when the telephone company moved into a new

exchange several blocks away, and "adapted" for use as an office supply outlet.

And it contained an eight-inch concrete main floor, designed to hold telephone equipment, several feet above the level of the street.

To lower the floor level and install a visual front was—and still is—impractical. So the company is faced with the ironical situation of being a firm believer in the visual front—yet compelled to use display windows in its main, and largest, retail store!

Why is a visual front better than display windows for an office appliance firm?

Variety is Needed

Because, primarily, its display objective should be to display *as many different items as it can.* Many of these, such as desks, chairs, filing cabinets and office safes are bulky. Few stores have display windows large enough to display a complete suite of office furniture—yet to display less than a complete suite is only partially effective. The customer cannot see how his office will look "as a whole."

More of the items carried by the office supply firm are small items and to build up a display of several hundred different small items that will not look "messy" is an art possessed by few display men!

Office supply items do not lend themselves to window displays or, conversely, display windows do not permit the display of office equipment to best advantage. When the entire store is made use of, through a visual front, the display possibilities are endless.

Not Based on Price

Again, the office appliance display should not be a "price" display, as is so often the case with the department store—and is always the case with the ten-cent store.

The firm depends—or *should* depend—in selling service and utility rather than price.

In general, the prospective customer of the office supply dealer is less concerned—or *should* be—with price than with what certain units can do for him. Price, seen on an item in a display window, without benefit of the story behind the merchandise, can defeat its sale.

The prospect's interest should be secured on the basis of appearance and functional design. This interest then will bring him into the store, where the many "hidden" features of the merchandise can be explained.

Exception to this rule of showing prices on merchandise on open display occur when the dealer has a specific "price" item which he knows beats anything on the market or when he is clearing his inventory with something at a price.

He can, of course, frankly sell price in these particular instances.

But such price selling should be done cautiously and only on rare occasions, since it tends to detract from the office supply dealer's main selling points—quality and service.

More Space Possible

The average office appliance and stationery store has a minimum of 15,000 items in stock—most of which rarely, if ever, find their way into a window display. For these, the three walls of the store provide more display space than the backing of a store's display window ever could.

In handling a store-unit visual display, there are two general rules to be followed.

The first is so to arrange your merchandise that *as much as possible can be seen from the street.* This means placing desks and chairs in front, larger items a little further to the rear and tall items along the walls.

It is easy enough to arrange such items as desks and filing cabinets. But how can the smaller items be effectively displayed in a visual front store? Our answer has been to place them in shelves and brackets along the walls. But not too high up. We never place an item above the eye-level of a customer. The more different items you can show, the better your results will be. A glance at the photograph of the remodelled J. C. Bair store will illustrate the point.

The second rule is: *Rearrange the stock at regular intervals*—at least twice a month and oftener if possible. For what holds good for window displays also applies to the visual front office supply store.

The display must not be allowed to "go stale."

Still Job to Do

Too many office appliance men welcome the visual front as a relief from the "drudgery" of putting in window displays. They figure that, when the desks and chairs are in place, they can remain there, with a little dusting, until sold.

They are dead wrong.

To properly operate a visual front store, I might say, requires even more of this type of "drudgery" than a battery of display windows.

For constant arrangement and rearrangement is necessary if the dealer is to keep up-to-date and the customers are to notice a refreshing "new look" about his place of business or find something that they had not before noticed.

New merchandise must be brought to the front, high-lighted and featured. Old merchandise must be rearranged if it is not to become "floor-warmers." Seasonal merchandise must be shown in season. Out-of-season merchandise must be promptly replaced. Constant change should be the rule in a visual front establishment.

For if a "frowsy" window display repels a prospective customer, a "frowsy" store, seen from the street, will repel him with 10 times the negative intensity.

Not a "Paradise"

No—the visual front store does not present an office appliance paradise to the lazy store keeper.

Far from it.

But it *does* present a constant challenge to the real merchant as to how he can display his merchandise to better advantage and sell more of it.

In some instances—as in our main store, alas!—it may not be feasible to install a visual front and the office supply man may have to "make do" with display windows. But the advantages of the visual store front are such that the office appliance man should install one if he can possibly do so.

It enables him to show more merchandise at a time. Properly arranged, he can display at least 500 items at a time, while centering the attention of the public on the newest and most efficient office equipment. With a visual front display, he can give the impression of not only having everything a customer may need, but of having it in a wide array of styles and sizes.

Must Follow Rules

But, to make his store-display effective, he must follow the rules. *He must so arrange his stock as to show the greatest possible number of items. And he must rearrange his stock at least twice a month.*

To allow a display window to become musty and dusty is poor business. But to allow a visual front store to get in this condition is to invite failure.

The office appliance man who modernizes his store with a visual front and then accepts the display challenge which such a front presents will, however, not only be in step with the times, but will reap the benefits of greater prestige and more business.

Effective Featuring of Filing Supplies

by GEORGE D. TAYLOR
display specialist

By Hans Andres . . .
Smead display at Stationers Corp., Los Angeles.

■ WE ARE PLEASED to be allowed to present the window display of Smead equipment which accompanies this article. We have mentioned it upon one or two occasions and it is particularly timely for this time of the year.

Hans Andres has again sent us some pictures of his outstanding Los Angeles displays and this first one shows how he ties in the merchandise with the easel and frames to promote expanding envelopes.

You will notice that Mr. Andres has used no props of any kind in this display.

The overall effect of the arrangement is very pleasing to the eye and indeed the presentation puts across the idea that Smead equipment aids in filing.

It has been frequently emphasized that white is the color which will show up the merchandise (except white merchandise) best in your show window. This photograph certainly sustains this point as the merchandise shows up very well. It would show up doubly well from the street.

Our appreciation goes to The Smead Manufacturing Company, Stationers Corporation of Los Angeles, and to Hans Andres for their help and co-operation.

What the Courts Say—

(Case histories reported by Albert Woodfuff Gray)

DAMAGES FOR EMPLOYEE DISLOYALTY

■ A SALESMAN for a firm in New York City was sued for a breach of his duties as employee. While working for this employer he had recommended a competitor's goods to a number of customers. His explanation of his conduct was that as these customers were unwilling to pay the prices of his employer for its goods, those of this competitor were less.

The New York court, holding the employee liable in damages for this misconduct, said, "Not only was the employee bound to devote his time, at least during business hours, to his employer's business but the active intervention of the employee to accomplish the sale of the goods of a competitor to persons who primarily desired to be customers of his employer, was a course of conduct which, at least, he was not entitled to pursue without his employer's knowledge and approval."

This principle of law was summarized by a Michigan court in an old and familiar case. "He that is entrusted with the interest of others cannot be allowed to make the business an object of interest to himself, because from a frailty of human nature one who has the power will be too readily seized with the inclination to use the opportunity for serving his own interest at the expense of those by whom he has been trusted. The danger of temptation from the facility and advantage of doing wrong which a particular situation affords, does out of mere necessity work a disqualification."

. . .

Leathers v. Canfield, 45 L.R.A. 3, Michigan
Hudson v. Levy, 199 N.Y.S. 753, New York

DEALER'S LIABILITY FOR DEFECTS

■ A RECENT DECISION by a California court held a retailer assembling "knocked down" office furniture liable for injuries from its defects as is the manufacturer.

A manufacturer had sold these chairs to be assembled by the dealer. The chair was constructed on one-inch bent aluminum tubing. The back and seat of plywood were fastened by screws through holes in the tubing and in the plywood. The manufacturer had supplied with each chair eight or nine 1⅜ inch cadmium-plated oval-head wood screws for which the retailer for some reason has substituted smaller.

The purchaser of one of these chairs used it as a step ladder. The back fell off and the user fell forward onto the sharp uprights of the chair. In the action against the retailer the defense was that any liability rested on the manufacturer and that the chair was not intended for use as a stepladder.

"Although the ordinary use of a chair is to sit on," said the court, "it cannot be said as a matter of law that it could not reasonably be anticipated that the described chairs would not be used for the purpose of standing on them.

"If a manufacturer who puts the finished product on the market to be used without inspection, is negligent where danger is to be foreseen, a liability will follow. It has always been held that the manufacturer of a commodity has the duty to see the probable results of a normal use of a commodity or of a use which reasonably can be anticipated.

"The retailer cannot be heard to complain because it was bound by the same rule of liability as a manufacturer pertaining to the particular part the retailer played in assembling the manufactured article."

. . .

Phillips v. Ogle Aluminum Furniture Co., 235 Pac. 2d 857, California

Office Ensembles on Display

by BEATRICE MILLER

special writer

■ **PRESENTING** a series of office furniture ensembles in completed decor from traditional through contemporary modern styles and at different price levels marks a departure in merchandising policy for Stern Office Furniture Company of Washington, D. C. This plan has already shown a considerable rise in sales volume. The acquisition of 3500 square feet of floor space has made it possible to display on two floors representations of practically 100% of the entire stock.

Each of these decorated offices is a complete, harmonious unit in which color schemes tie together office furniture, walls, floor coverings and accessories.

"It was immediately apparent that sales would rise when customers have the opportunity of seeing a completed office," said Sam Stern, co-partner, who indicated that previous merchandising procedure stemmed from oral descriptions and books of color samples.

Traditional Manner . . . An office done in the traditional manner comprises one of the exhibit rooms at the Stern Office Furniture Co., Washington, D. C., where customers may view a complete office ensemble before buying.

Contemporary . . . This contemporary ensemble with blue walls, top grain red leather chairs and blond walnut furniture shows a customer what effects can be gained with modern styles. It is a display at Stern Office Furniture Co., Washington, D. C.

"A significant result is that customers coming for a lower grade of merchandise invariably show less price resistance to better grades of furniture than heretofore, and buy almost without exception higher priced furniture."

Customers seeing units buy more pieces now than they had planned. They get a better idea of how the grouping will appear and visualize more readily the needs in their own particular cases.

Frequently an office ensemble will

appeal so strongly to a customer that he will buy outright the furniture, draperies, floor covering, lamps, pictures and accessories, making changes only here and there in a color more suited to the physical setup of his own office.

And this is easily understandable for the series of offices displayed on the second floor of the building convey in their style, color and assemblage of pieces good taste, an emotional tenor and a modern up-to-date-ness that takes into consideration the working individual.

Mr. Stern pointed out that no two installations were ever alike. There are no stereotyped copies of other ensembles. A fabric or floor covering or desk might be similar but the color pattern or texture was different.

Up to Customers

"We like our customers to feel that they have done the selecting of the furniture, colors and accessories with which they are to be surrounded. We have presented suggestions and possibilities through these groupings," added Mr. Stern, "but the choice was actually theirs."

The series of offices in a span of styles from traditional to extreme modern takes into consideration top quality, middle quality and budget groupings from used furniture to high grade executive.

One office in traditional walnut furniture has deep green walls and red leather chairs, with lamps in leather bookbindings. A quiet, restful yet dignified effect is achieved.

A Study in Color

Another office done in traditional, but moderately-priced furniture, shows how attractively light and dark greens can be combined with browns. There is an extremely modern set-up of taupe walls, platinum walnut desk and chairs combined with brown floor covering. Still another contemporary modern executive office presents walnut with dark green leather upholstered furniture and toffee colored walls.

Blue walls with top grain leather chairs in red and walnut desk comprise another striking ensemble.

An executive office for a woman was conceived in modern furniture of platinum walnut, off-rose walls and light green leather chairs.

The series of rooms is flanked by a floor-length corridor simulating reception rooms suitable to the adjoining office. Walls here are colored daffodil yellow giving a bright contrast.

A meeting room ensemble with conference table and chairs is also grouped in the corridor.

"Color consciousness, we believe, will play more and more of a role in the lives of people," commented Mr. Stern, "not only for better vision as a light reflector but for its attractiveness and effect on employee morale and customer response."

The decorative schemes of the exhibit offices will be changed from time to time as different colors are employed and furniture combinations used. Any changing trends will be reflected in the exhibit offices.

Maintaining direct mail promotion throughout the year with an average monthly mailing of from 5,000 to 10,000 postcards, Stern Office Furniture Company sent out 10,000 announcements of its new exhibit offices.

Several newspaper advertisements invited customers to view the new display offices, pointing out that a decorator's service was available without charge.

For Better Display . . . A row of model offices for showing of office furniture at Hill Ptg. & Staty. Co., Waco, Tex.

Model Offices Are Assets

by R. A. LATIMER
correspondent

■ THERE IS NO more potent sales asset when specializing in office furniture than a group of completely developed, meticulously accessorized model offices, according to Raymond Goddard, head of Hill Printing & Stationery Company, Waco, Tex.

Since moving into a handsome new location several blocks out of the downtown shopping district in January of 1950, Hill Printing & Stationery Company has constantly expanded its office furniture sales operations.

The large building, formerly an automotive showroom, proved ideal for display, due to the presence of an extended corridor-like showroom on either side of the building. This completely solved the space problem. Here, due to constant experimentation in office furniture display, and intensive promotional efforts, office furniture has won a steady 40% of the floor space the year around.

Newest addition from a merchandising standpoint, which was completed a few months ago, is a row of four complete model offices, extending along the left side of the building.

Partitioned by modernistic "fences" of latticed wood, each is a full-size executive office, completely accessorized through the co-operation of manufacturers. Always anxious to present new trends and

new products in office supplies, several manufacturers were invited to help develop the detailed presentation which appears in each.

"We believe in showing the unusual," Mr. Goddard said, "but not on a piecework basis. If it is at all possible, we want to show a model office accessorized with a central elaborate desk, unusual lamps, wastebaskets, personal files, desk pads, side tables and chairs.

"We recognize the fact that competition is intense in all phases of office furniture merchandising, and therefore, we have not tried to tackle the entire job on our own. Instead, we have asked manufacturers to co-operate in the accessorization of each model office we display, and we have gotten 100% co-operation in each case."

A Typical Example

As a typical example of how well detailed the Hill model offices are today, each contains a telephone stand, vertical ashtray, and even picture frames to match. Offices range through rich hardwoods, steel, to aluminum, and will be changed at regular intervals, to prevent "staleness" in display.

Although few of the complete setups displayed in the Texas store fit into the "Hollywood classification," the most advanced and streamlined styles are given fair consideration. "We must remember at all times that central Texas represents a conservative market," Mr. Goddard said.

In the large windows along the front of the store, which represent almost an "all-glass front," the policy of new developments is pursued to the highest degree.

"Stops" Traffic

Here, for example, an all-steel, "efficiency unit," consisting of desk, cabinets, files and safe, built into an integral U-shaped unit, has been literally "stopping traffic" during the fall months of 1952. Invariably passersby on the busy street in front will find office furniture developments attractive enough to stop and "take a look."

Quite frequently, the Hill concern finds that customers arriving ask to see examples of furniture which has been displayed in the window months before, proving that "the memory lingered on" in the prospect's mind.

Backing up the huge amount of display space and the promotional policy of the firm are 12 men currently engaged in office furniture sales for the Waco concern. Some are regular "floormen," others outside salesmen. Each has been kept well trained through availing himself of training provided by manufacturers' representatives.

Periodic classes are held in the showroom, particularly in connection with the development of new ideas, and via the open-forum route every question is thoroughly answered for the salesman's benefit.

"We see to it that salespeople from every branch of the store get an opportunity to sit in on office furniture merchandising lectures," Mr. Goddard said. "In this way, it is as readily possible for one person to sell a complete office as the next, irrespective of the basic store position."

Witness Delivery

Still another important step implementing office furniture goodwill and sales for Hill Printing & Stationery Company is the "automatic followup" which always ensues after delivery. There is usually a Hill salesman on duty while the office furniture is actually being installed, seeing to it that it is placed for maximum utilization and best eye-appeal. Then, a few days after the installation, the salesman will call again to answer any questions, make any adjustments necessary, and to keep the store name associated with the furniture.

"Finding a loose Phillip's head screw and tightening it is a typical example," Mr. Goddard said. "The customer appreciates attention of this type, and is likely to remember us whenever the subject of office furniture is discussed again."

Incidentally, when large executive offices and complete office setups have been sold, Mr. Goddard himself frequently is the "followup caller." He finds that it means something to the businessman to have the president of so large a concern as Hill Printing & Stationery Company make a personal call.

Can Talk to "Boss"

Exchanging ideas on furniture placement, and future needs, is educational for Mr. Goddard as well as for the prospect, and there is no question but that many subsequent furniture sales have been developed by "talking to the boss himself" in this way.

Follow-ups on the previously sold customer are not limited, however, to elaborate installations. Where even a single steel file has been sold, a call automatically ensues, and such contacts have become the groundwork for far more profitable, large-unit sales at a later time.

Ready for Filing . . . A battery of files at end of model office room at Hill Ptg. & Staty. Co., Waco, Tex.

"Package Office" Selling Is Good Business

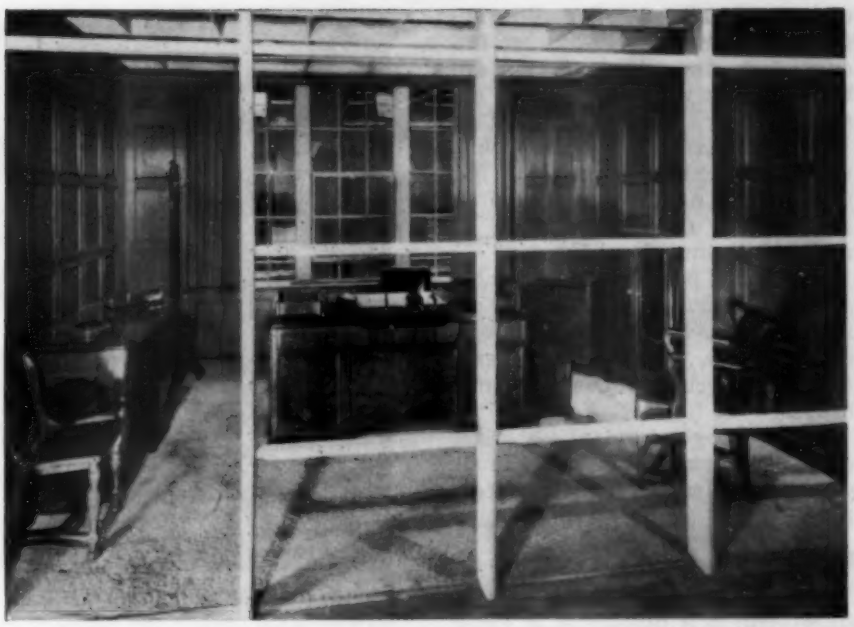
Young Canadian Firm Takes Problems of Planning Furniture and Design Away from "Too Busy" Executives.

■ WITH THE OPENING, several months ago, of a branch showroom in the Mutual Life and Citizen's Building in Montreal, Canada, the firm of John C. Preston, Ltd., is probably the first in that city to offer a "package office."

This youngish Ottawa firm, headed by John C. Preston, president, and Jim Preston, sales manager, believes that it is good business to take the problems of planning furniture, lighting, floor covering and wall decoration for a new office, off the executive's hands. As a result, it offers the "packaged office deal."

In its new branch, three, full-sized, sample executive offices, standing side by side, are perhaps its most important feature. In three contrasting styles, modern, traditional and middle-of-the-road, they were designed by Edward F. (Ted) Schroeter, industrial designer and consultant to the firm.

The first office has one wall finished in bleached oak; the three



Traditional Styling . . . is shown in this Avon suite of matched walnut furniture. The paneling has a bog-oak finish.

Furnished in Oak . . . Bleached oak furniture, matching one wall, bright green and yellow draperies, set the tone of this modern office.

On the Staff . . . Margaret Ann Laffoley, who acts as receptionist-secretary is seen here with her father (center) manager, and E. F. Schroeter, the firm's designer.

others are painted soft green. The floor is neutral gray, while conference desk and chairs match the bleached oak wall. Modernistic design draperies complete the office.

The traditionally styled office is in sombre tones, with bog-oak finish paneling and carpet of neutral gray frieze. An Avon suite in matched walnut furnishes it.

Mahogany paneling and mahogany-finish furniture are used in the middle-of-the-road or "modern classic" office, which has pearl gray frieze rug, bright yellow and gray drapes.

The ceiling above these three offices is louvered in deep chalk yellow with recessed incandescent lighting.

Sectional Table . . . This handsome table was designed by E. F. Schroeter, Preston's industrial designer, for the board room of the Royal Bank of Canada, in Montreal. Unusual feature in such a table is that two extra sections may be added at each end, giving an additional 14 feet in length, making the total 38 feet. The table, in mahogany finish, had to be hauled up the side of the bank and in through a 15th-floor window.

Effective Display

To the left of the entrance to the showroom, is a display of a Techniplan suite of offices. Opposite this is an all-steel office equipment layout, including desks, chairs, filing cabinets, safes and so on. The floor in this section is marboleum.

In an adjoining section desks, chairs and desk-top equipment are spaciously arranged. Near here are the firm's own reception room and offices.

As in the Ottawa showrooms, color has been used extensively to set off each display. The shades used are gunmetal blue, deep chalk yellow and coral. A problem was presented by the ceiling which is covered by a myriad of pipes. This was overcome by "painting out" both ceiling and pipes with a deep cocoa color and by bringing the fluorescent lights below the pipes. This achieved a "dummy ceiling" effect.

About 15 framed oil paintings, on loan from a local art gallery, are hung as part of the displays, making a valuable addition to the overall attractiveness.

Although there is no basement to the store, there is a good-sized receiving room located off the corner of the showroom.

The secret of success of this young branch is, in the words of Jim Preston, "making regular calls. You can't live on your reputation until you make it."

New Quarters . . .McMahan Brothers Desk Co., Inc., is now located at 2200 S. Hoover St., Los Angeles 7, Calif. The accompanying pictures show a corner of their new showroom (below) and Mike McMahan's private office (right). Note the alcove equipped with a Hammond organ. This instrument is not for sale, but permits Mr. McMahan to indulge in his hobby at odd moments during business hours.

Steadily Growing . . . The McMahan firm began in business in 1934 and has experienced a steady growth. It specializes in volume sales and rentals of office furniture as testified by a recent purchase covering 1300 of 60-inch desks. The company believes that the maintenance of a large inventory and mass displays are directly responsible for large volume sales. Among the office furniture products to which this buying-selling philosophy is successfully applied are Sturgis posture chairs.

Business Builders

Broadcast over Station S-A-L-E-S Operating on a wave length of:— CONFIDENCE . . . COURAGE . . . CO-OPERATION

■ A NEW JERSEY STATIONER provides a manufacturer of his very own state credit for the source of his Mr. I. Will Pepper Upper, to which this genial fellow gives the center top of OA TV this month . . . here it is:

* * * * * * *

. . . and now we bring you via OA-TV this important flash from:— HERE'S AN IDEA FROM UNDER MY VERY OWN HAT:—

"This is the order: Sell yourself, your salesmen, AND THEN YOUR CUSTOMERS!"

This logical recipe for sales promotion comes from a Massachusetts veteran stationer, who gives us this IDEA of the month from under his very own hat. SEND YOURS IN SOON!

I-D-E-A E-X-C-H-A-N-G-E

MODERN EQUIPMENT for Efficiency

Presented each month to give your dollars CENTS-INSURED plus SENSE-ASSURED! Remember the price—

ONE IDEA FROM YOU FOR EACH IDEA ORDERED BY YOU ! ! ! (Always mention idea number, and address the co-ordinator of this page, Care of Shaw and Borden Co., Box 2153, Spokane 10, Wash. Use this same address in sending in your thoughts for our Mr. I. Will Pepper-Upper, Here's an Idea From Under My Very Own Hat, and Terse Trailer departments of BUSINESS BUILDERS' monthly telecast.

We have two excellent offerings from *OA* readers this month. Both are from California stationers, who took the time to present two most interesting and factual plans. . . . Here they are: YOURS for YOUR Idea-Exchanging:

*BUSINESS BUILDER No. 2-53-1: "Are you spot-rechecking your look-ahead sales promotions—we are—and we are glad to share our method on the Business Builders IDEA-EXCHANGE!"

*BUSINESS BUILDER No. 2-53-2: "Are you really making everyone on your payroll a real salesman for your organization. We are and here's HOW!:—"

* * * * * * *

A prominent Chicago stationer sent us a very much red-penciled copy of the December issue of The Ames Supply Company's brilliant edition of December, 1952. As we have not space to reprint all of the references we suggest you get a copy if you do not already possess one. We get it each month. Edward W. Staats, supervising editor; Edna Snyder, editor, and their eight editorial contributors, all certainly merit orchids of the finest floral quality for their inspirational material. And incidentally, this same Chicago stationer, nominated Jim Ward's nine-word signature statement for this month's terse trailer and it is the winner, you may be sure. Here it is: "The friendships you make today ripen into customers tomorrow."

Again we emphasize: "TERSE TRAILERS PRODUCE FOR *YOU!*" So send in your TERSE TRAILERS and there's a prize for each one used.

Office-efficiently yours!
RALPH B. ORTEL

Photos Offer Dealer Extra Salesman

(Continued from page 20)

large negative size. Although the smaller cameras such as 35 m.m. will produce good pictures a larger negative will more closely approach that "professional" look.

2. Make sure that the camera is equipped with flash, because most of our pictures will be indoors and a time exposure will not do the job if people are in the picture.

3. Take plenty of pictures. Your biggest expense will be in retaking a picture. Extra shots will insure your having at least one good picture.

4. Don't move in too close to the subject. An object can often be enlarged out of a negative if the surrounding area conflicts with the subject matter. But, by moving in too close you may not get the entire display in the picture.

5. Don't let your "models" know when you are going to snap the picture. Most people have a tendency to look at the camera during a picture but this "mugging" will take much appeal away from the finished print. The pictures should be natural and unposed.

6. After seeing the finished prints, never skimp on enlargements. "Big pictures" are very impressive. For window displays use nothing smaller than an 8 x 10. Really good pictures can be enlarged to 16 x 20 and are most impressive in that size.

There are dozens of uses for a camera in every dealer's store in addition to those mentioned above. And, every office appliance dealer will soon discover his own special applications for photographic equipment once he has it on hand. A good camera will cost a dealer very little, and will make money for him. It is an inexpensive salesman that no office appliance dealer can afford to be without.

Installations

Indianapolis Office Furniture Co. Installation . . . The three photographs on this page mirror the beauty of an installation made by George C. House, vice-president of Indianapolis Office Furniture Co., Indianapolis, Ind. The furniture illustrated was installed in a new building recently completed for the Huber, Hunt & Nichols Co., contractors, Indianapolis.

TOP—The reception room with Cardinal Sales, Inc., settees and chairs in coral and citrone Kalistron. Intermediate and step tables are in Softone oak to blend with the lounge furniture.

CENTER—The directors' room, its beauty enhanced with cork and walnut panels and aluminum borders and lamps. The table is a 12-foot Buckstaff directors' model in walnut. The chairs manufactured by Jasper Chair Co. are in top-grain pine leather and have solid walnut wood parts.

BOTTOM—The office of the president, H. E. Hunt. The desk and other furniture items are the comparatively new modern No. 53 line manufactured by Shelbyville Desk Co. The chair is the Jasper Chair Co. executive posture model in top-grain leather and solid walnut with gros point seat cover.

Three other offices were installed with furniture similar to that pictured at center and bottom of this page. Each executive selected his particular color of leather and the Sainberg desk accessories are in matching genuine leather.

Installations

Furnished by Clemco . . . Office of the president of television station WXEL in Cleveland, Ohio. Desks and wall cases were furnished by Clemco Desk Mfg. Co., Inc., in silver gray, the 5000 line. Chairs in Clemco silver finish with red leather were made by Princeton Upholstery Co. These offices designed by Norman Steinhilber of Robert Mayer Assoc., New York City, show attractive treatment of walls in walnut flexwood set off by warm gray carpet and drapes in white, beige, black and tangerine. The installation was by Clark & Gibby of New York City.

Another Clemco Installation . . . Illustrated is the publicity office of Television Station WXEL of Cleveland, Ohio, showing effective use of Clemco desk and wall cabinet in silver gray, the 5000 line, against a cork wall background. The chairs of black and white checked fabric were made by Princeton Upholstery Company. Clark & Gibby, New York City, also did this installation designed by Norman Steinhilber.

Indiana Desks . . . An array of desks from Indiana Desk Co., installed by Joseph L. Shoemaker Co., Inc., Philadelphia, Pa. This installation was made in the Frankfurd Groceries' new offices at G. & Erie Sts., in Philadelphia. The desks met the firm's requirements for both utility and attractiveness.

Installations

Use Ohio Chairs in Hotel . . . The Roosevelt Hotel of New York City in its recent renovation of the grand ballroom adopted the type of chair pictured for comfort, modern design and reasonable price. Eight hundred of the new chairs are now in daily use. They were designed and made by the Ohio Chair Co. and are upholstered with U. S. Rubber Co.'s elastic Naugahyde. This photo, taken from the balcony, shows the grand ballroom set up for a meeting, using the Model 550 Ohio chairs.

Mode-Maker Equipment . . . Stewart Office Supply Co., Dallas, Tex., equipped the office of comptroller, Texas Employer's Insurance Assn., with General Fireproofing Co.'s Mode-Maker equipment. The Goodform aluminum seating is upholstered in Indian rust and spring green Bedford cord.

Stewart Installation . . . Pictured is another installation by Stewart Office Supply Co., Dallas, Tex. The office of the president of Wyatt Food Stores uses the Standard Furniture Co's 4600 line butt-walnut period style desk in a western atmosphere. Seating and lounge furniture was furnished by the W. H. Gunlocke Chair Co. and Niemann, Inc.

Installations

Corporate Dividend . . . The Union Bag & Paper Corp. of New York City has refurnished its stenographic department in the manner shown here with The Globe-Wernicke Co.'s Streamliner steel desks. The installation, handled by Berry-Dickie & Stettler of New York City, provided the stenographic pool with comfortable and commodious working facilities. Double pedestal typewriter desks with molded tops and island bases have adjustable screw glides permitting 29 to 30½-inch desk heights.

Air Line Efficiency at Ground Level . . . United Air Lines selected The Globe-Wernicke Co.'s modular wood Techniplan office equipment when it decided to revamp its economics control department in Chicago and put it on a par with United's high flying efficiency. This is a view of the semi-private office installations which were made over a week-end without upsetting the office routine.

Aluminum Seating . . . Fine-Rest chairs made by Aluminum Seating Corp. are pictured in use at the general office of the Carborundum Co., Buffalo, N. Y. Shown are only a very small percentage of the chairs in actual use as they have been purchased for the entire general offices. The installation was made by Millington Lockwood, Inc., Ellicott Square, Buffalo, N. Y.

Management Problems

◆◆ THREE MAJOR PROBLEMS must be solved by management in 1953 in order to keep pace with the nation's economic life, asserts A. C. Howard, president of The Globe-Wernicke Co. He singled out space limitations, higher wages and employee morale as the chief knots to be untied.

First, Mr. Howard points out, "executives of expanding business located in downtown metropolitan areas are finding it exceedingly difficult to add more needed office space." Therefore, he said, "Business executives must find ways to make available space more productive."

Secondly, the office equipment manufacturer says, "The gradual upward climb in clerical wage rates presents a problem of increasing overhead charges. Relief can only be brought about through increased employee efficiency."

The latter situation brings a solution in Mr. Howard's opinion which strikes a responsive chord to the leaders of this industry—It can only be solved "with better working conditions and more attractive offices. These combine to make happier, more contented and more efficient employees."

This Man Lincoln

◆◆ FEBRUARY IS the birth month of Abraham Lincoln. It is well again to consider again the stature of this man while his shadow lengthens down the years.

Our modern statesmen would do well to emulate a Lincoln who was an American first and a partisan second. He was a boy who was ill-housed, ill-clothed, and ill-fed, yet he knew it not because no one told him so. Had he lived today, he would have been told what hard luck he was having and everyone would shower favors on him.

Had that happened, then the world today would not have an Abraham Lincoln. For it was his deprivations which molded his character into what it was.

Hands Across the Sea

◆◆ THOSE IN THE INDUSTRY who wish to fathom the breadth of Great Britain production of things for the office and at the same time attend the "Greatest Show on Earth," the Coronation, will have a double opportunity in the months just ahead.

Preceding the coronation of Her Majesty Queen Elizabeth II on June 2, the British Industries Fair will be held from April 27 to May 8. This Fair, which is held annually in London and Birmingham, is a gigantic display of the products of nearly all of Britain's industries. It will enable American businessmen to learn speedily and conveniently what Britain has to sell them in the world's markets.

Air and steamship lines lead to England. There never was a more opportune time for "hands across the sea."

here and there

Converse Back to New Arizona Home

"Dictated in Phoenix, transcribed in Seattle" is the statement on a letter received from Harry C. Converse, proprietor of The Converse Company and specialist in intercommunicating systems.

With general office and shops in Seattle's Maritime Building, he has branch representation in Portland, Ore., and personal headquarters for most of the year in Phoenix on the street with the inviting name, "Why Worry Lane." He and Mrs. Converse returned to Phoenix the first of December and plan to stay until July or August.

An understanding of his affection for his elegant home on the street with the carefree name is found in a sentence in the letter, "The weather is wonderful down here."

Thanks, Don

Terminating his year as president of the Great Lakes Travelers Club, Don Sharpe, Reyburn Manufacturing Company, wrote the publisher of Office Appliances "Today (December 30, 1952) brings to a close a year of fine co-operation from the members and the press. You and your staff contributed greatly toward making 1952 a fine year for GLTC and myself. Whenever any problem arose or counsel was needed, you and your staff were called upon. As always, the help and advice was sound and wise."

Office Appliances appreciates Don's letter. We in turn would like to point out that under his leadership GLTC had an unusual year. He initiated a program of speakers at the GLTC meetings and spear-headed a drive which resulted in winning the NSOEA traveling trophy.

Who's Who Supplement Lists Edward S. Mason

Edward S. Mason of Mason's, "Complete Office Outfitters," of Almond, N. Y., is listed in the November issue of The Monthly Supplement, Who's Who in America publication of cumulative biographical sketches.

Names published in the supplement usually appear in succeeding issues of Who's Who.

Prior to entering the office supplies business the 46-year-old merchant wrote travel and rural narratives. He is a member of the National Office Machine Dealers Association, National Stationers Association, Stationer's Guild, National County Farm Bureau, New York State Chiefs of Police Association, Hornell Rotary Club and past president of the Hornell Exchange Club. He took special courses of study at Alfred University.

Honor G. C. Brainard, Retiring from Federal Reserve Bank Office

Seventy leading industrialists, businessmen and bankers lunched at Cleveland, Ohio, December 17, 1952, in honor of George C. Brainard and William H. Fletcher, who retire from Federal Reserve Bank offices December 31.

Mr. Brainard, who has been chairman of the Cleveland Federal Reserve Board since January 1, 1939, is chairman of the

G. C. Brainard

executive committee of Addressograph-Multigraph Corporation, Cleveland. Mr. Fletcher retires as first vice-president of the Cleveland Reserve bank.

Highlight of the luncheon was the unveiling of a portrait of Mr. Brainard painted in oil by Rolf Stoll. The portrait will hang in the office of Ray M. Gidney, president of the bank. Mr. Gidney quoted a letter from William McChesney Martin, chairman of the Board of Governors of the Federal Reserve System, as follows: "I wish to say for myself and for the other members of the board how highly we regard the interest and effective service you have given the system."

Mr. Brainard has been a director of Addressograph-Multigraph since 1938, and was its president from January 2, 1946 until June 5, 1952 when he was elected to his present newly-established office. He also is chairman of the executive committee of General Fireproofing Company of Youngstown, Ohio, a director of the Youngstown Sheet & Tube Company, Cleveland, and Pittsburgh Railroad Company, the Ohio Bell Telephone Company, and chief of the Cleveland Ordnance District.

Sales Manager Is Master Fisherman

Last summer's vacation memories were happily renewed recently for George Kuhfuss, industrial sales manager of Horder's, Inc., Chicago office supply house, when he was notified that he was a prize winner in the *Milwaukee Sentinel's* 1952 $20,000 fishing contest, which closed October 31.

The walleye pike that won the prize for Mr. Kuhfuss weighed 12 lbs., 2 ozs., and was caught at Leder's Resort, Hayward, Wis., on August 6. The prize consisted of a South Bend glass rod, casting reel, and baits. Awards were made to Mr. Kuhfuss and the 99 other successful fishermen contestants at a ceremony in Milwaukee on December 5.

Charlie Mueller's Last Letter Was OA Order

Carl G. Mueller, his son and a representative of the Esterbrook Pen Company, has informed Office Appliances that the last letter written by his father, Charlie Mueller, before his untimely death in December of 1952, was one to Publisher John Gilbert for a gift subscription.

Says Carl, "I like to feel it was not only a tribute to Office Appliances, which remained his closest bond with old friends, but also a key to his great devotion for our industry, acquired and intensified through the course of half a century of service.

"Since it might be said that dad's last official act was this order for my own gift subscription, I will certainly cherish it always; just as I will try to imitate, in a small way, his record of personal interest in his customers and service to the trade."

Through Office Appliances, Carl Mueller would like to express the deep appreciation of his father's family for the kind messages of sympathy received from "so many wonderful associates in the stationery field."

Office Supply Man Named as Director of Jaycees

David Rohrer of Sterling Office & Supply Company, Johnstown, Pa., has been appointed to the board of directors of the Johnstown Junior Chamber of Commerce. —GET

Carol Lyttle Heads New York Heart Fund

Carol Lyttle, New York sales manager of the Dictaphone Corporation, has been appointed chairman of the Business Machines and Office Equipment Division of the New York Heart Fund's 1953 campaign, it was announced by Arthur F. Douglas, general chairman of the annual "Heart" appeal.

The New York Heart Association, an affiliate of the American Heart Association, will seek to raise $1,000,000 during February to continue and expand its three-fold program of research, education and community service.

In accepting his post, Mr. Lyttle said, "Heart disease, causing one half of all deaths in the nation, is a major threat to the community as a whole and to American business in particular. Heart disease too often kills and cripples our ablest business leaders at the height of their careers. A gift to the Heart Fund is the best ammunition available for fighting this relentless killer."

A Bit of Humor Helps in Ticklish Situation

The accompanying cartoon pretty much tells its own story. The art work originated with a consumer, Sweeney's Art Store of Naugatuck, Conn., and was sent to Donald E. Daley, a stationer of Waterbury, Conn., from whom some file folders had been ordered. The poignant message was, "Donnie—They're riding me because they haven't got those file folders." The signer of the cryptic comment was one "Gene" Sweeney of Sweeney's Art Store.

Making an effective plea to the manufacturer, Daley sent along his customer's original "document." The shipment was made immediately and a few laughs as well as business changed hands.

To Mr. Daley went this pertinent memo from the sales department: "You can tell that guy who's been riding Gene's back that this is the end of the line, and to start getting off. The folders in question were released for shipment yesterday, December 4, and should be in your hands about the time this letter arrives. Sorry about the delay."

Plight of a Consumer . . . Told in this message about delayed shipment.

the Ad-Viser

by Irving Settel, authority on retail advertising

29. Direct Mail Sells "Waste Circulation"

■ WHEN AN OFFICE appliance merchant advertises in newspaper or on the radio, his promotional message will reach many people who live within the trading area of his store.

These media, however, also reach a large portion of potential customers who cannot possibly buy at the store because they live so far away. While they get the town newspaper and listen to the radio and perhaps are influenced by your message, when it comes to buying they might find it more convenient to buy at a nearer store.

This "waste circulation" as it is called by publishers cannot be eliminated nor helped except by selling this large untapped area with mail order techniques.

Many office appliance retailers have in the last few years set up regular mail order departments. They have discovered that thousands of persons who see and hear their ads in newspaper and on radio, cannot possibly make the trip to the store to make the purchase no matter how favorable the offer may be.

These office appliance men have been successfully reaching this group with mail orders. They have uncovered a huge market and in many cases have increased business substantially.

Ideal Medium

In addition to newspapers and radio, advertising by DIRECT MAIL for a mail order business can be very successfully performed by any retailer if carefully managed. This medium is ideal for this type of business since it permits the including of order forms, reply cards, etc. for the convenience of the recipient.

With direct mail, you can sell office appliances by description, by illustration and then close the sale forcefully.

Is it possible to create direct mail pieces which will produce more sales? It certainly is and all it takes is the following of a few simple rules.

Assuming that you have a good list, one which contains the names of potential buyers, here are a few rules which can sell the maximum amount of goods to these people.

1. DESIGN A MAILING PIECE WHICH IS EASY TO READ. Whether a postcard, a leaflet, a folder or a catalog, your direct mail piece must be designed so that even a child can read it. Simple folds, large typography, short words are essentials. You must make absolutely sure that your message will be understood by all who read it.

2. MAKE IT EASY TO ORDER. Wherever possible, include a reply card or envelope. Make it simple for the customer to place money in the envelope and mail it. Have your store name imprinted on the envelope. Coin cards (cards into which coins may be placed and mailed) and blank checks may increase your returns. In any case, try to facilitate ordering with simple order blanks, if any, and a requirement of a minimum amount of writing for the customer.

3. OFFER A FREE TRIAL OR MONEY BACK GUARANTEE. Remember that people are buying a "cat in a bag." You must offer some inducement to get them to order through the mails. Free trials or money back guarantees assure the customer that he will get what he wants at a reasonable price.

4. ASK FOR ACTION IN THE CLOSING. Your purpose is to get action, to get orders by mail. Use every possible persuasive method to get people to act. It is absolutely necessary to suggest action on the part of the customer. Terms like, "Order Today," "Limited Supplies," "Good until such and such a date," etc. will promote immediate action.

5. GUARANTEE THAT A REPRESENTATIVE WILL NOT CALL. Fear of a possible salesman calling has lost many orders in the past. Most people, especially in rural districts have a fear of salesmen and will do anything to avoid having him call. Make a definite statement that no one will call, that the merchandise will be delivered and that is all.

6. IF POSSIBLE, OFFER A PREMIUM FOR QUICK ORDERS. Most customers still like to get something for nothing. Special discounts, pencils, blotters and calendars have been successfully offered to stimulate immediate sales.

7. ENCLOSE MORE THAN ONE ORDER BLANK. It has been proven that two or three order blanks can increase orders substantially. Very often, a customer will misplace a blank and a second will serve the purpose of ordering. Or, there is a possibility that the person will give the second blank to a friend who may also order your merchandise.

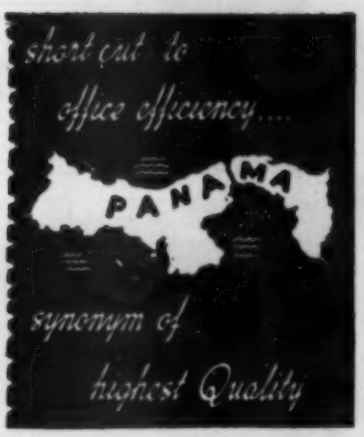
Yes, it is possible to reach your "waste circulation" with mail order . . . if the advertising is done efficiently.

(Turn to page 132, please)

and as for
CARBON
PAPER...

Each
PANAMA-BEAVER
quality, weight and
surfacing is RIGHT
for its specified
purpose. You simply
cannot procure more
for your money....

perfect RIBBONS



for

LETTER~perfect production

WE stoutly insist that PANAMA-BEAVER Typewriter Ribbons are best for superior letter production . . . because of their fine inking, recuperative property and sustained perfection on the job. Short cut to office efficiency... and unmatched for ultimate economy!

PANAMA-BEAVER
Ribbons—Carbons

MANIFOLD SUPPLIES CO., 188 3rd Ave., Brooklyn 17, N. Y.
Coast to Coast Distribution

New EQUIPMENT · DEVICES · SUPPLIES

Model A3 Addresser

Weber Addressing Machine Company, 200 W. Central Rd., Mt. Prospect, Ill.

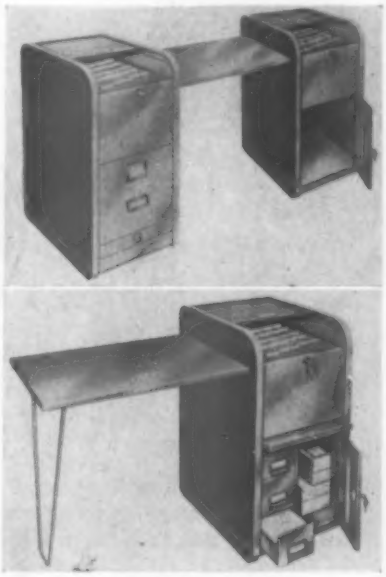
A new version of the Weber Addresser, the A-3 has been made almost completely automatic, featuring the name advancer which mechanically moves each name on the roll into printing position. It operates on the spirit principle. An automatic ejector leaves both hands free for operating at speeds from 1,000 to 1,500 per hour. The adjustable guide can be set to accommodate almost any size mailing piece on which the machine will print the address face up. A three-way adjustment governs the fluid flow to suit the stock used.

Improved ENIAC*

Burroughs Adding Machine Company, Detroit 32, Mich.

This improved ENIAC developed by Burroughs, is capable of "remembering" 100 addresses or numbers consisting of up to 10 digits, compared with the 20 addresses its forerunner was able to "remember." The new memory is stored in a gray steel cabinet, measuring 8 x 7 x 2 feet, inside which are 4100 individual memory cells. The memory employs both electronic and magnetic elements, the former being restricted to terminal and selective functions of introducing information and extracting it from specific areas of the memory. The primary and central function of storage is performed by the magnetic element. A set of four memory cells, polarized in certain combinations of "one" and "zero," represent each of the 10 digits, zero through nine, of the decimal digit system used in manual and mechanical computation.

*Electronic Numerical Integrator and Calculator.



Rollerway Filing Units

Art Steel Sales Corporation, 170 W. 23rd St., New York 63, N. Y.

This series of Steelmaster Rollerway filing units can be combined in a number of different ways to suit individual office needs. Made of top grade steel, they are electrically welded and have slide tops and casters. There are correspondence section, storage section and other specialized compartments. The slide top desk is easily attached to two units to form a full-size desk. This top also comes with modern legend for a one-unit desk. Letter-size Rollerway units measure 33¼ x 15⅜ x 22 inches. Legal size units measure 33¼ x 18⅜ x 22 inches.

Regal-Aire Junior

Kisco Company, Inc., 2400 DeKalb St., St. Louis 4, Mo.

This Circulair is equipped with a two-speed, heavy-duty motor operating at 1500 r.p.m. and 900 r.p.m., recirculating at 2800 c.f.m. and 1400 c.f.m. It measures 14 inches high and 15½ inches in diameter. This all-steel hassock air circulator is available in chartreuse with a suede black top, also in two-tone light rose.

L-423 Steel Desk

Haskell, Inc., 303 East Carson St., Pittsburgh 19, Pa.

A single pedestal steel desk with baked enamel finish is designed with rounded corners and island base which adjusts from 29¼ to 30½ inches in height. It has a dictation slide and the center drawer has a full size pencil tray with rear hood to prevent papers from falling out. Other features include personal-locking drawer at top right and positive compressor in file drawer below.

Amazing Smith-Corona feature . . .

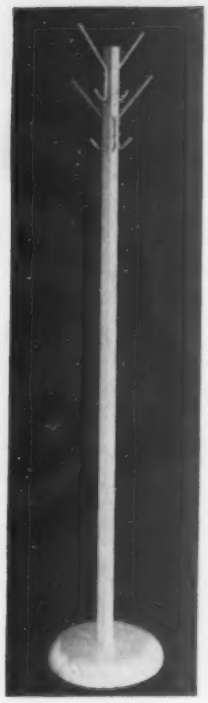
TAKES THE GUESSWORK OUT OF PAGE-END TYPING!

NOW! On the world's *first* . . . and *fastest* portable—PAGE GAGE! Saves retyping, insures neatness. Red figures on gage keep showing you how much space is left. This is just one of many big machine features—plus the *keyboard, touch* and *action* of an office typewriter!

"HAVE YOU SEEN THE SMART LUGGAGE-STYLE CARRYING CASE THAT GOES WITH IT?"

Smith-Corona *has* PAGE GAGE!

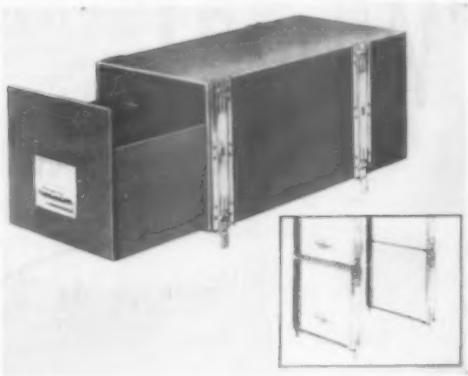
L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y *Canadian factory and offices, Toronto, Ontario. Makers also of famous Smith-Corona Office Typewriters, Adding Machines, Vivid Duplicators, Ribbons and Carbons.*



Staxonsteel Files

Bankers Box Company,
720 S. Dearborn St., Chicago 5, Ill.

In these files the total weight is carried by steel side plates and horizontal stackers. The file itself is made of corrugated fibre-board. This construction is claimed to prevent the drawers from bulging and sticking when loaded. Punched keyhole slots allow for bolting units together, side by side, thus allowing the files to be interlocked horizontally as well as vertically. Drawer stops prevent the drawer from being pulled completely from the shell. Horizontal steel stackers fit into the side plates and function as legs on the bottom of each tier so that the file itself does not touch the floor. The combination drawer pull and file index card holder of die-cast metal is recessed to fit the hand. There is also a hand-hold in the back of each drawer. Finish is office gray.



Costumer

Doro Manufacturing Company,
220 W. Institute Place, Chicago, Ill.

A steel costumer finished in gray, green or brown, and moderately priced is now available. The post is constructed of heavy gauge 1¼ inch-square tubing. The base is 14 inches in diameter and 3/16 inches thick and the four clothes hooks are nickel plated ⅜ inch steel. The costumer stands 67 inches high. The item comes knocked down, individually packed with shipping weight of 18 pounds.

Office-Riter

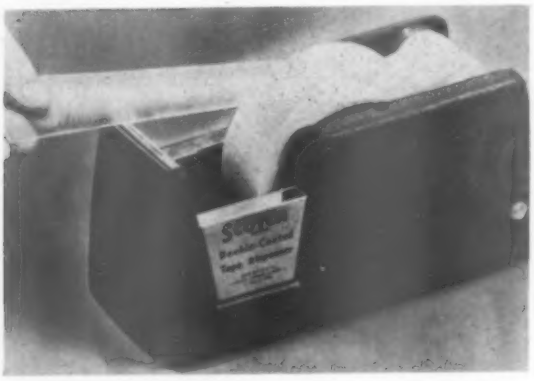
Remington Rand Inc.,
315 Fourth Ave., New York 10, N. Y.

Intended to meet the needs of the small business and professional office this machine has an 11-inch carriage with a 10 3/10-inches writing line and a full size, 42 key, 84 character keyboard with tenite keytops. Other features include a combination of accelerating typebar action and high speed escapement. The Miracle Tab permits the operator to set and clear tabulator stops with a flick of the finger. The machine also has a patented, simplified ribbon changer and visible margins. Booklet WT611 describes the machine fully.

Porta-Matic Posting Trays

Posting Equipment Corporation,
777 Hertel Ave., Buffalo 7, N. Y.

These trays are designed specially for use with Burroughs' accounting machines and desks. The drawer mount serves as a platform for the posting tray, while the mount fits across the drawer walls and may be swiveled to the angle preference of the operator. The mount is constructed with raised edges which prevent the tray from being knocked from its position. A one-action tilting front plate adds to operating speed and ease and an adjustable rear plate has a positive rachet mechanism. The side may be dropped for offsetting and stuffing. Both trays and drawer mounts are finished in brown to harmonize with Burroughs' machines and desks. Twelve-inch trays fit into the desk drawer for storage. They are available in three sizes to accommodate sheet sizes from 6⅜ x 9 inches to 8½ x 10 inches. Mounts are available to hold each size tray.



Tape Dispenser

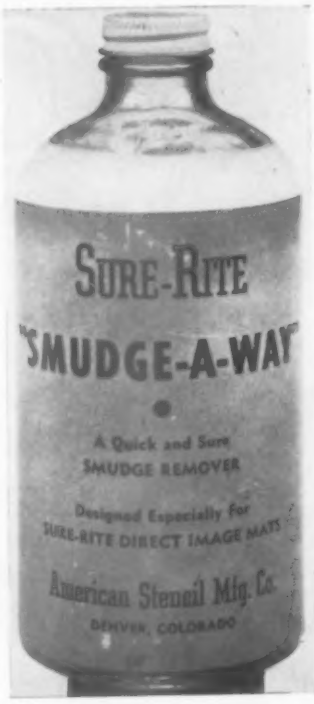
Minnesota Mining & Manufacturing Company,
900 Fauquier St., St. Paul 6, Minn.

Model M-71 is a dispenser for double-coated Scotch brand tape. It features a roller which automatically strips off the tape's protective liner as it is pulled from the roll. It handles either No. 666 transparent cellophane or No. 400 paper-backed double-coated tape. A dual tape-holding drum permits the dispenser to handle both types at once. Weighing 9½ pounds, it measures 9 x 4 x 5 inches, and retails at $11.95.

COLUMBIA
DISTINCTIVE OFFICE FURNITURE
SOLD EXCLUSIVELY THROUGH DEALERS
COLUMBIA STEEL EQUIPMENT COMPANY
PHILADELPHIA 7, PENNSYLVANIA
EXECUTIVE OFFICE
LINCOLN-LIBERTY BLDG.
FACTORY
3RD, ANNSBURY, ORIANNA & WINGOHOCKING STS.

Rectangular Waste Basket
Steel Parts Manufacturing Company, 4630 W. Harrison St., Chicago 44, Ill.

A new rectangular, heavy-gauge, all-steel waste basket provides a large capacity, but requiring minimum space. It measures 13½x9½x 12¾ inches. Of molded steel construction, it has rubber bumpers and rubber feet. Model No. 1501 is available in gray, green or walnut finish. Net weight is 4⅞ pounds.



Smudg-A-Way Fluid
American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo.

This new fluid for use with offset plates, is claimed to neutralize all fingerprints, ink smudges and smears so that they do not reproduce, and consequently sharpen the reproduction. Smudg-A-Way is applied with a small wad of cotton, rubbed firmly over the plate, including the image. Excess fluid is wiped away with clean cotton.

Code Marking Attachment
Ideal Stencil Machine Company, Belleville, Ill.

Designed for use with this company's Model A-2 Clip-A-Tape gummed tape dispenser, this printing attachment automatically code-marks the tape. The printed message may be altered quickly, by changing the printing rollers. The printing unit itself is said to take less than 10 seconds to install, and may be purchased for any Model A-2 machine now in use.

Contour Styled Chair

Kenmar Manufacturing Company, East Palestine, Ohio.

This Kenmar unit, No. 388R, and others, are specially designed to provide the executive with a means of complete relaxation during office hours. The chair may be adjusted to reclining position by means of shifting body weight; simultaneously, the footrest rises into position. A leg extension is available for "six-footers." Upholstery is Naugahyde or Boltaflex over rubberized hair filling. On many pieces foam rubber seats and backs may be specified. Measurements are 31 x 37 x 39 inches. List prices range from $79.50 to $169.00.

Microfilm Reader

Diebold, Inc., Canton 2, Ohio.

Designed as a companion unit to the portable Flofilm camera, this portable Flofilm reader is manually operated for 16mm film. It has a fixed magnification ratio of 24 to 1. Light source is a standard 100 watt bulb and the image can be turned 360 degrees to assure legibility. The reader measures 22 inches high and occupies an area of 14½ x 13½ inches. The readable screen is 11½ inches square. List price is approximately $250.

3rd Ace in 1 deal!

Grand Total Monroe Adding Machine. 8 and 10 column keyboards, both narrow and wide carriages.

Simplex Monroe Adding Machine. 8 and 10 column keyboards, hand and electric models.

Monroe Calculator. 8 and 10 column keyboards, hand and electric models.

Here's another ace for your selling hand. You're bound to win with the fast-selling line of Monroe Grand Total Adding Machines plus the other two popular lines Monroe dealers now have. Sell all three in '53 . . . the quick, sure way to bigger profits than ever before.

Deal yourself in by clipping the coupon now!

MONROE

CALCULATING AND ADDING MACHINES

MONROE CALCULATING MACHINE COMPANY, INC.
Dealer Sales Division, Orange, N. J.

Monroe Calculating Machine Company, Inc.
Dealer Sales Division
555 Mitchell Street, Orange, N. J.

Tell me how I can deal myself in on the profits from the Monroe line.

NAME.....

COMPANY.....

STREET.....

CITY..... STATE.....

Secretarial Posture Chair,

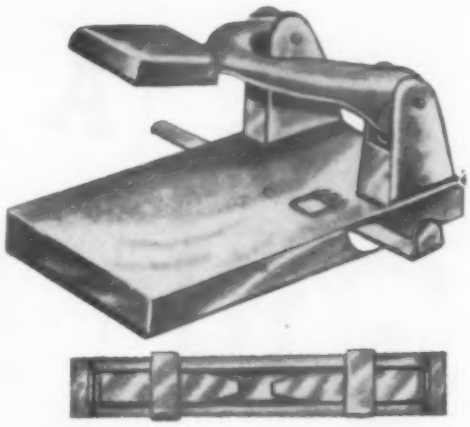
Maso Steel Products,
81 W. Van Buren, Chicago 5, Ill.

This secretarial posture chair is a companion piece to the firm's steel chair suite. It incorporates an extra strong, fully ribbed, die-cast aluminum base; four adjustments, including an adjustable back; saddle shaped seat and backrest fully padded and contoured with Goodyear Airfoam latex rubber, cemented to a steel base. Other features are Seng chair controls, chrome plated scuff plates, two-inch soft rubber casters, and double ball bearings, oil impregnated. There is a choice of Claremont, Masoniel and Naugahyde upholsteries, in five colors.

Loose Leaf Punch

Acme Fastener Company,
411 N. Tenth St., St. Louis 1, Mo.

This two-hole loose leaf punch is available in two sizes, one-inch and two-inch capacity with 2¾ inch centers. Holes measure ¼ inch in diameter. It features a prong lock compressor for permanent fastening and a large waste container. The punches are packed 50 to a box.



Catalog Case

Bristol Manufacturing Company,
1670 Marrow St., Green Bay, Wis.

Made of top grain six-ounce cowhide, this combination catalog case and brief bag is available in British brown or black, in 16-, 18- and 20-inch sizes. It is equipped with a Presto lock, three interior pockets and two partitions, also two handmade leather strap handles which completely surround the bag. It is finished with French edges and a square bottom.

Wall Stud Finder

Dresden Manufacturing Co.,
2375 Walnut Ave.,
Long Beach 6, Calif.

This instrument, two inches long, is claimed to tell quickly where to hang a picture, bracket, clock and so forth without danger of damage to the wall, since its magnet will locate a metal object within ⅜ inches from the indicator. It is claimed to be magnetized for life. The plastice case is shock resistant. The indicator is also said to be useful in locating nails in tires, and to find and pick

Knife Sharpener

Gits Molding Corporation,
4664 W. Huron St., Chicago, Ill.

The "Quick-Sharp" knife sharpener, measuring six inches long, takes all sizes of blades. Streamlined, it comes in an assortment of colors and weighs ¼ ounce. It may be imprinted in gold or colors. The sharpener, which is packaged in a plastic bag, is suggested by the manufacturer as a good will builder or reminder gift.

Microfilm Cabinet

Yawman and Erbe Manufacturing Company,
Jay St., Rochester 3, N. Y.

No. 8936R microfilm file is an upright type containing nine drawers which operate on sidearm progressive roller suspensions. Each drawer has a capacity of 100 16mm or 68 35mm film reels. A humiguide gauge, located in the face of the bottom file drawer, registers the relative humidity within the cabinet. A porous humidifying brick, which needs to be made wet only occasionally, is contained in a drawer beneath the bottom file drawer. The close-fitting drawer fronts are not sealed shut in any way. The cabinet is available in No. 627 olive green, No. 642 neutra-tone gray, with white metal drawer pulls and label holders. It may be had with or without a lock.

Victor Treasure Chest...

Loaded with *Sales Appeal*—this rugged, heavily-insulated fire unit is certified to withstand heat reaching 1700 degrees Fahrenheit for at least an hour without damage to paper contents. For protection against petty thieves, it is equipped with either key or dial combination locks. Handsomely finished in smart green-bronze crinkle, the Treasure Chest is available in 3 sizes—5 models...there's one for every need.

TWO "SURE-FIRE" PROFIT-BUILDING TIPS
... *for the profit-wise retailer!*

Victor Fire Drawer...

... offers the utmost in *fire protection* and *filing convenience* for both home and office. Featuring a well-insulated, sturdy construction, it too is certified against severe heat for one hour. A gear type progressive suspension permits drawer extension at the touch of a finger—no matter what the load. Equipped with either key or combination locks, the Fire Drawer has a removable base and offers a choice of 4 colors.

Free Advertising and Sales Promotion Material ... In addition to the timely and extensive advertising created by Victor, you are given extra *profit-boosters* in the form of *window streamers—stuffers—direct mail pieces* to help you cover your local *sales markets.*

Find out how simple it is to *increase your sales* with this "fast-moving" line of Victor thoroughbreds! Don't delay—write today to...

THE VICTOR SAFE & EQUIPMENT CO., INC.

NORTH TONAWANDA • NEW YORK

Upholstered Chair

Monarch Furniture Company,
311 E. Green St., High Point, N. C.

This chair made for heavy duty in lounge, lobby, reception room or office, is upholstered in Nylonized Boltaflex. It is available in a variety of fade-resistant colors in burnished top-grain finish, which resembles leather. Measurements of the chair are: width, 29½ inches; depth 36 inches; height 33 inches, and seat depth 21 inches. Chair is model No. 911.

Ship-A-Unit Carton

Borroughs Manufacturing Company,
Kalamazoo, Mich.

These new units are designed to package this company's bookcases, storage units and library shelving in one complete unit. They are said to be easy to handle and store, and to help with accurate inventory-taking. The unit also saves repackaging and simplifies delivery.

Touch-Up Tool

Yawman and Erbe Manufacturing Company,
Jay St., Rochester 3, N. Y.

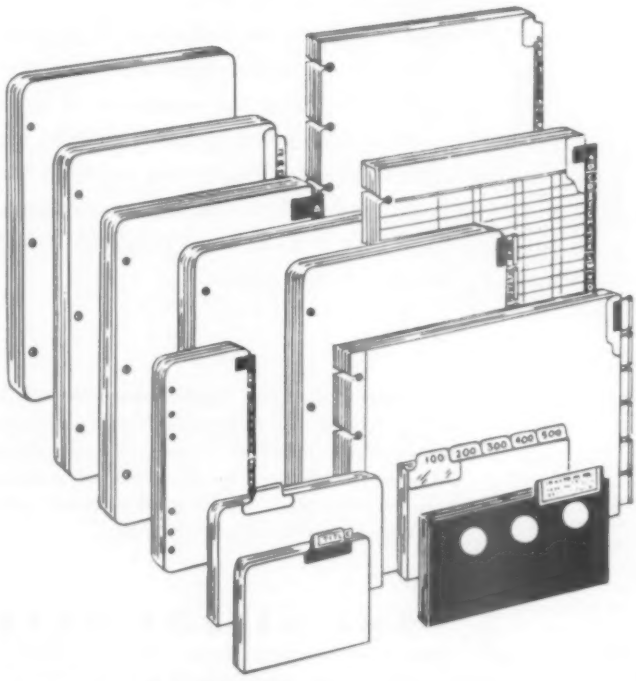
A device for quick touching-up of scratches and other disfigurements on the surface of steel office equipment consists of 12 ounces of lacquer in a pressure spray dispenser. The Touch-up Tool is available with either 627 green, 640 gray or 642 gray lacquer. It may be used on furniture or office equipment either on the sales floor or in the office.

G. J. Aigner Company Offers New Service

Designers, producers and manufacturers of index systems, devices, and equipment requiring guides, indexes, tabs and such accessories are now offered a reliable source of supply by the G. J. Aigner Company, manufacturers of index specialties, 426 S. Clinton Street, Chicago 7, Ill. This new service includes manufacture of all or any related part of the guide or index wanted plus the advantages of using Aigner's design facilities to assure quality items at an economical cost.

Any type or kind of guide or index, stock or special, of any suitable material printed or plain, your own stock or other, die cut, reinforced, slotted or drilled or any other required operation is available under Aigner's new service. Tabbing or tabs of cellulose acetate, of real or simulated leather, of metal or cloth of any size or shape, attached or loose, are also items supplied by this new service.

"With over 43 years of experience in designing and manufacturing index specialties, users of index accessories may find this new service more satisfactory and economical than doing their own manufacturing. For quotations send your specifications. Interested concerns may obtain full information on request," states the G. J. Aigner Company.



Variety . . . in index systems.

Sell the whole family...because every member needs and uses the portable with Magic Margin—ROYAL

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.

NOMDA

NATIONAL OFFICE MACHINE DEALERS ASSOCIATION

NEWS

Harold W. Mann, Executive Secretary, 1267 North Wilton Place, Los Angeles 38, California

NOMDA Issues New Volume on Trade-In Values

The second edition of NOMDA's Blue Book of trade-in values of typewriters has just recently been sent each member of the association. This publication is a compilation of the schedules of the various manufacturers and offers a vast amount of information that is vital to the retail dealers.

In a short time the book, which is loose leaf, will be increased in importance by the addition of similar information on adding machines. Other types of office machines will be featured as the information becomes available. It is planned to keep the book current by adding late schedules as they are published.

"Dealers from all over the country tell us of the great value to them of this newest in the publications family of NOMDA," stated Harold Mann, executive secretary. "Orders for additional copies of the Blue Book were received within 24 hours after they were mailed and for weeks afterwards the requests poured in. Almost without exception each dealer ordering expressed his appreciation for the work in assembling the data.

"Most of the comments were made around the theme that this book was just another potent reason for membership in the National Association, and of course we are most grateful that the publication was received with such acclaim," concluded Secretary Mann.

The first issue was released in 1948.

Chairman Named for NOMDA Convention

All committee chairmen to head the activities of the 28th Annual Convention and Trade Exhibit of the National Office Machine Dealers Association have been named and the posts accepted. The members of the Pennsylvania-Jersey-Delaware Office Machine Dealers Association will be the hosts for the event and from their ranks the workers are being selected.

Harold Steinke, general chairman, has chosen the following fellow members to serve in their indicated capacities:

Co-chairman, Edward Pfitzenmaier; entertainment, Charles Savery, Jr.; ladies and teen-agers, Gertrude Headley; transportation, George M. Cohan; registration, Edwin Wick; promotion, Herbert Toussaint; financial, J. S. Gladney; program, Noel Grover; and hospitality, A. H. Jackson.

"We have a great mark at which to shoot after the way the Texans entertained us at Dallas last year," stated Chairman Steinke, "and we are working all the harder to see that the members go home from Atlantic City with the same good feeling as we did last year.

"Atlantic City has a lot to offer in the way of the folks having a wonderful time. It will be a drastic change of scenery from the lands of Texas to the seashore of the Atlantic and we are looking forward to one of the best turnouts in the Association's history."

Display Cards Offered NOMDA Members

For the third time the members of NOMDA have been offered the Association's colorful, attractive eye-catching window-counter display cards in the form of Set "C." This new series of cards has been praised as being the finest of any offered previously.

While former cards have been of two colors only, this group of four cards contains two that are of three colors with the added feature of lettering in reverse.

"Our company feels that the offer of window-counter cards by the National Office Machine Dealers Association is one of the outstanding services rendered by the organization," stated Harold Petit of the California Typewriter Exchange, Los Angeles, and former president of the Southern California OMDA.

"We have a standing order with the Association to send us a set just as soon as they are ready. This will be our third order even though we still find use for some of the cards put out earlier," said Mr. Petit.

The four cards are 14 x 22 inches each and are in bright colors with a wide variety of lettering to give eye appeal and to add to their value as a sales tool. They are used both in windows and on counters. The cards are sold to the members of the Association at $5.00 for the entire set including postage.

Convention Leaders . . . Pictured are heads of committees for NOMDA's Atlantic City convention and trade exhibit June 18-20. Standing—Charles Savery, Jr., Gertrude V. Headley, George M. Cohan; Seated—Edwin Wick, Edward Pfitzenmaier, Harold Steinke, Herb Toussaint. Those not in the picture are J. S. Gladney, Noel Grover and A. H. Jackson.

ECONOMICAL LUXURY? ...Yes, there is such a thing!

COMPTROLLER — Swivel Arm
"Aristocrat" No. 224
$62.40 list
in Elastic Naugahyde
slightly higher
in zones 2 and 3

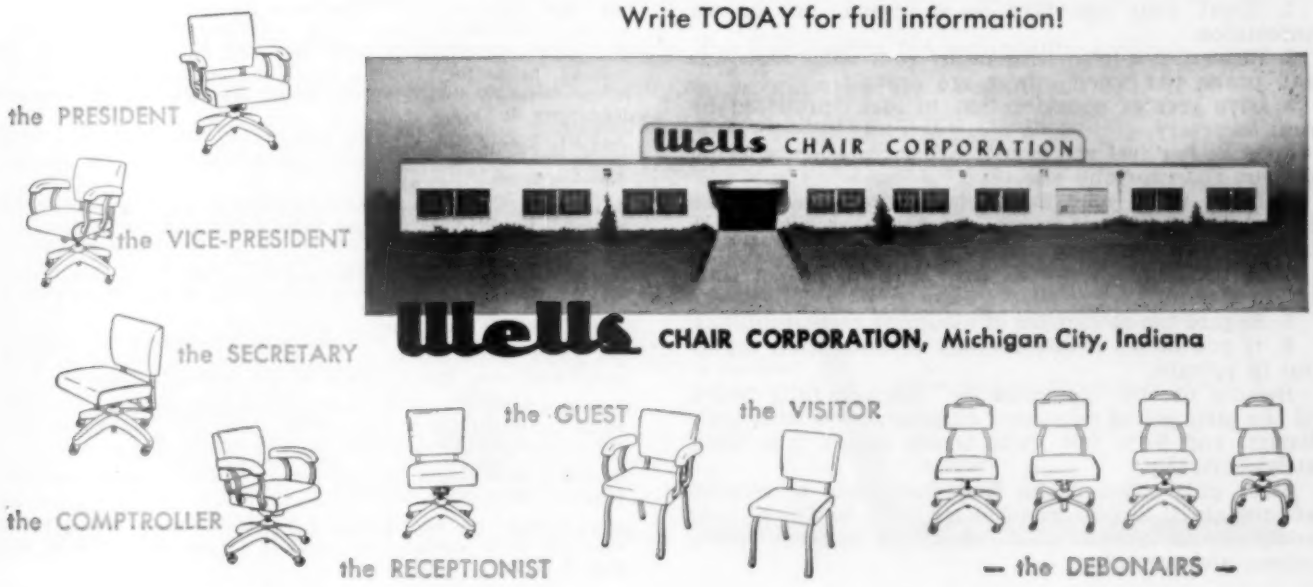
Foam Rubber Arms!
Foam Rubber Backs! Foam Rubber Seats!
... All-Welded Construction!

you'll find it in every

Wells Aristocrat BUSINESS CHAIR

The new Wells "Aristocrats for '53" are the most luxurious chairs ever presented to office equipment dealers . . . created especially for those who want to feature the ULTIMATE in "Seating Comfort."
Write TODAY for full information!

Wells CHAIR CORPORATION, Michigan City, Indiana



Guest Book

Cal Long, manufacturers' representative, called at OFFICE APPLIANCES' headquarters for a brief visit December 16. He spent some time with Stein Brothers Manufacturing Company, one of the concerns he represents in the Fifth District, and took care of other details before returning to his territory. He had good words for the plans for the Fifth District meeting to be held in Columbus in June.

Robert Spencer of Spencer Rubber Company signed the Guest Book December 17. He had come to Chicago for conference. Between them he put in a pleasant evening as guest at the weekly matches of the stationers' bowling league. Before making the trip west he attended the meeting of the Manufacturers' Division NSOEA in New York City.

SoundScriber Makes Study of Office Friction

If you manage to get along with your wife at home but have difficulty doing the same with your secretary at the office, you are one of those employers whose office relationship has been under study by two scientists.

Social scientists Otto Von Mering, Jr., of Harvard, and Stephen Kegeles, of Boston University, have disclosed results of a survey indicating a secretary is generally well-adjusted to both her work and her boss, but if she isn't, the fault may be the boss's as much as it is hers.

The scientists, together with statisticians of SoundScriber Corporation, developed an "opinionnaire" for secretaries to determine causes of office friction and misunderstanding. More than 1,000 working secretaries in 39 states participated and the results were "most heartening," according to the scholars.

The survey showed that about 63% of the stenographers polled are perfectly—or well—adjusted to their jobs and bosses; 25% are average; 5% are below average and 1.5% are inadequately adjusted. Another 5% fell into a "doubtful" category.

The survey answered the age-old question of what secretaries consider the ideal boss. The social scientist emphasized that employers can raise efficiency and make working conditions more pleasant by observing the following rules:

1. Treat your secretary as a person, not as an automaton.
2. Recognize a job well done by your office assistant and praise her when others are around.
3. Give greater consideration to ideas proposed by your secretary.
4. Make her feel you would rather have *her* working for you than anyone else.
5. Don't work your secretary at break-neck speed to make up for lost time, and try not to keep her after normal working hours except in emergencies.
6. If new office methods are instituted, take time off to explain them fully to her.
7. Regard her as capable of assuming responsibilities.
8. If you notice a mistake, try to straighten things out in private.

Results of the "opinionnaire" disclose fully 25.3% of the girls polled expressed dissatisfaction with their bosses, and 9.6% felt their bosses didn't take their views seriously.

Most girls stressed the fact that since secretaries are female, it is quite natural for them to like to hear compliments about their work, particularly when others are around.

DATES TO REMEMBER

March 2-5. Annual business show and seminar by the Office Management Association of Chicago and Northwestern University. Conrad Hilton Hotel, Chicago, Ill. Organization headquarters, 105 W. Madison St., Chicago, Ill.

March 2-6. Wholesale Stationers Association annual convention and trade show, Hotel New Yorker, New York, N. Y. H. C. Whittemore, general manager, 250 Fifth Ave., New York 1, N. Y.

March 19-21. District No. 13, NSOEA, Hotel New Yorker, New York, N. Y. Richard E. Wahrman, district governor, R. E. Wahrman, Inc., 512 7th Ave. New York 18, N. Y.

March 26-27. District No. 6, NSOEA, Leland Hotel, Springfield, Ill. Jesse A. Peck, district governor, Springfield Stationery Co., Inc., 302 E. Adams St., Springfield, Ill.

April 10-11. District No. 4, NSOEA, Atlanta-Biltmore Hotel, Atlanta, Ga. Allan B. Cammack, Sr., district governor, Cammack Office Supply, 208 W. Front St., Burlington, N. C.

April 16-17. District No. 9, NSOEA, The Plaza Hotel, San Antonio, Tex. Dave N. Reed, district governor, Cathey Office Furniture & Supplies, Inc., 308 N. Akard St., Dallas, Tex.

April 19-22. National Association of College Stores, Inc., annual convention, Statler Hotel, New York, N. Y. Russell Reynolds, executive secretary, Box 58, 33 W. College St., Oberlin, Ohio.

April 23-24. District No. 8, NSOEA, Muehlebach Hotel, Kansas City, Mo. Vaughan T. Williams, district governor, Schooley Ptg. & Staty. Co., 1434 Walnut St., Kansas City 6, Mo.

April 26-29. National Office Furniture Association's 7th annual convention and exhibit. Hotel Statler and Cleveland Public Auditorium, Cleveland Ohio. John R. Gray, executive director, 175 Fifth Ave., New York 10, N. Y.

May 4-5. District No. 14, NSOEA, Mission Inn, Riverside, Calif. Russell W. Davis, district governor, Alhambra Office Supply, Inc., 112 W. Main St., Alhambra, Calif.

May 8-9. District No. 12, NSOEA, Ahwahnee Hotel, Yosemite Valley, Calif. Tom McWhorter, district governor, McWhorter-Young, Inc., 240 S. First St., San Jose 17, Calif.

May 8-9. Canadian Office Machine Dealers Association, General Brock Hotel, Niagara Falls, Ontario. James W. McFayden, convention chairman, Frontier Typewriter Co., 1936 Main St., Niagara Falls, Ont., Canada.

May 13-16. Stationers' Guild of Canada, Inc., annual convention. The Prince Edward Hotel, Windsor, Ontario. Fred R. Smart, secretary manager, Suite 306, 19 Richmond St., W., Toronto, Ontario.

May 15-16. District No. 10, NSOEA, Broadmoor Hotel, Colorado Springs, Colo. Elmer Pearce, district governor, Rocky Mountain Bank Note Co., 112 W. Third St., Pueblo, Colo.

May 17-22. New York Stationery Show, Hotel New Yorker, New York, N. Y. George F. Little Management, 220 Fifth Ave., New York 1, N. Y.

May 21-22. District No. 11, NSOEA, New Washington Hotel, Seattle, Wash. Lew Hilton, district governor, Ruggles, Inc., 115 Cherry St., Seattle 14, Wash.

May 25-26. District No. 7, NSOEA, Nicollet Hotel, Minneapolis, Minn. Cliff Halverson, district governor, Midwest-Beach Co., 222 S. Phillips Ave., Sioux Falls, S. D.

May 24-29. National Office Management Association's 34th international conference and exhibit, Hotel Statler and Sheraton-Plaza, Boston, Mass. W. H. Evans, executive secretary, 132 W. Chelton Ave., Philadelphia 44, Pa.

June 4-5. District No. 1, NSOEA, Wentworth-by-the-Sea, Portsmouth, N. H. Edward Granfield, district governor, Edward Granfield, Inc., 184 Crown St., New Haven 10, Conn.

June 8-9. District No. 5, NSOEA, Deshler-Wallick Hotel, Columbus, Ohio. Sidney Butterfield, district governor, Smith & Butterfield Co., 306 Main St., Evansville 2, Ind.

June 15-16. District No. 3, NSOEA, Galen Hall Hotel, Wernesville, Pa. Samuel S. Rosendorf, Jr., Southern Stamp & Stationery Co., 00 Broad St., Richmond, Va.

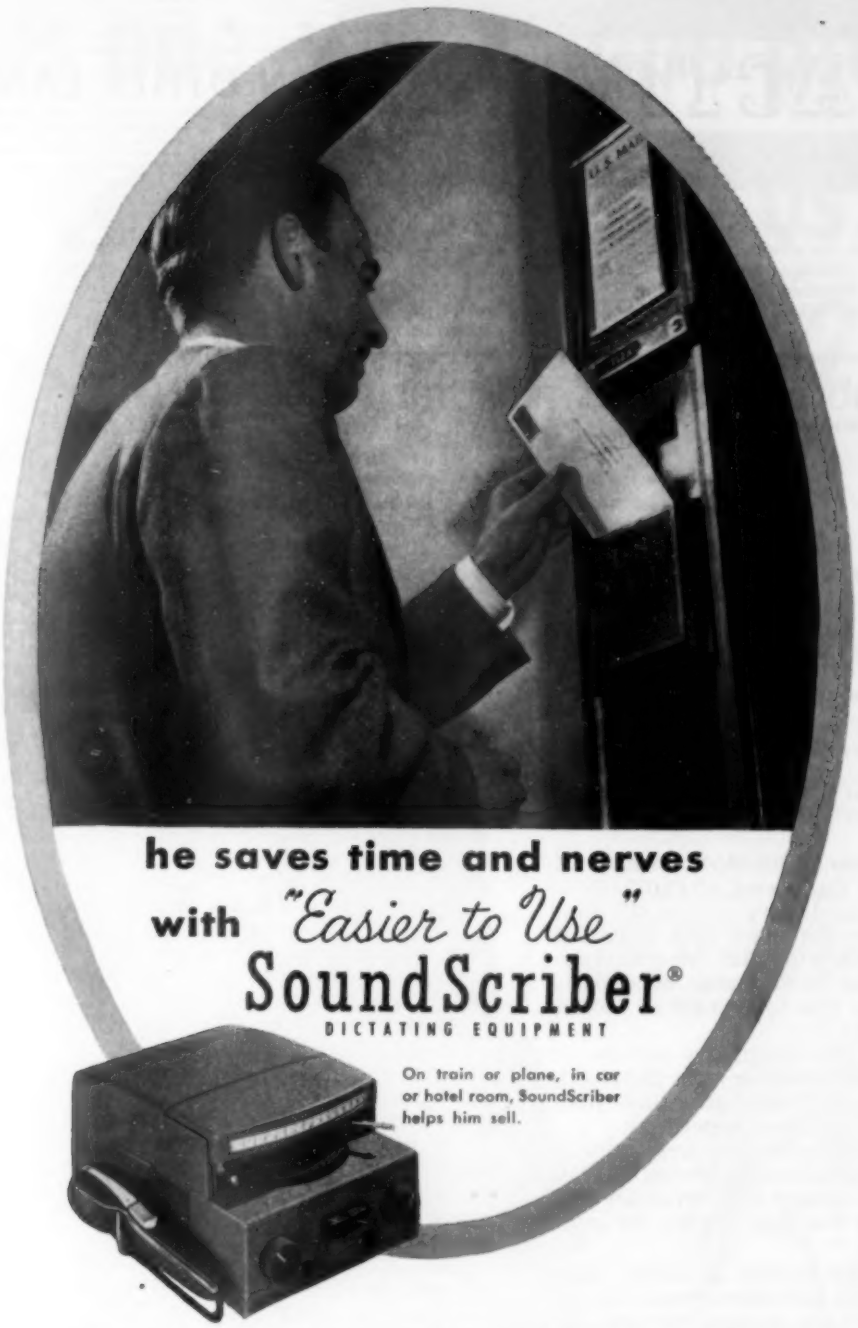
June 17-19. District No. 2, NSOEA, Hotel Marcy, Lake Placid, N. Y. Vernon R. Evans, district governor, Vernon R. Evans Co., 28 Bank Place, Utica 2, N. Y.

June 18-20. National Office Machine Dealers Association annual convention and exhibit, Ambassador Hotel, Atlantic City, N. J. Harold W. Mann, executive secretary, 1267 N. Wilton Pl., Los Angeles 38, Calif.

September 26-30. National Stationery & Office Equipment Association's 47th annual convention. Conrad Hilton Hotel, Chicago, Ill. Paul Burbank, general manager, 740 Investment Building, Washington 5, D. C.

September 30-October 3. Marking Devices Association annual convention, Edgewater Beach Hotel, Chicago.

October 19-24. The 1953 National Business Show, Grand Central Palace, New York, N. Y. Rudolph Lang, managing director, 33 W. 42nd St., New York 18, N. Y.



More selling time for this top producer. Instead of punishing paper work he dictates reports and letters to SoundScriber.

Nine wafer-thin green SoundScriber discs (a full 2¼ hours of dictation) go down the mail chute in one envelope with 3¢ postage for home office transcription. No stiffeners or expanders . . . another SoundScriber exclusive. Send coupon today. Learn how SoundScriber can give your salesmen hours more selling time . . . make them even more productive.

Only SoundScriber Offers You:

1. Automatic On-the-Disc Indexing.
2. Two Arm Flexibility.
3. Mail-Chute Size Discs.
4. Lightest All-Purpose Machine.

33⅓ rpm — *only dictation disc usable on long playing phonographs.*

SEND TODAY

SoundScriber Corp., Dept. OA2,
New Haven 4, Conn.

Please send me Motion Study Chart.

Name .....

Address .....

.....

ACTIVITIES IN OTHER LANDS

Representatives of office equipment concerns abroad, visiting in the United States, are cordially invited to make the offices of this journal their headquarters. The staff at the main office, 600 W. Jackson Blvd., Chicago, and the staff at the branch in charge of G. C. Wheeler at 1023 Pershing Square Bldg., Pershing Square, 42nd St. and Park Ave., New York, will be happy to be of any possible service. While the facilities at New York are not so many as at Chicago, there will be found the same desire to serve.

NOTES AND NEWS FROM THE BRITISH ISLES

By S. E. Rhodes

Lancashire Press Agency, 277 Corn Exchange Buildings
Fennel Street, Manchester 4, England

Manchester, January 2

■ THE YEAR 1952 ended on a satisfactory note for the office equipment industry. Monthly deliveries of typewriters during the first three quarters of the year were at a rate of 160,000 a year, or more than double the rate during 1949.

During this period, exports amounted to 36% of the total value while imports of machines and parts were only £618,461, nearly £350,000 less than during the same period of 1951.

Imports of typewriters into Australia from the U. K. during September, the last month of the period, amounted to 376 machines.

Up to the end of November, total U. K. exports of typewriters set a record for the period of £2,027,089.

Deliveries of accounting machinery during the first nine months of the year averaged more than £1,290,000 a month and exports £257,000 a month. This average was, however, well exceeded in the case of exports during November, when they rose to £343,000 or £30,000 more than in November, 1951.

Total export figures for the machinery section of the industry up to the end of November were £8,930,721, compared with £8,417,166 at the same time last year, despite distinct increasing foreign competition.

Exports of steel safes and cabinets were almost £450,000 more than in the corresponding period of 1951, at the end of November, although the November figures themselves were £17,000 less than during the same month last year.

Shipments of other metal furniture including office furniture, however, continued the improvement shown during the year rising to £277,575, making the total for the year £2,134,759, some £414,000 more than at the same stage last year.

* * *

In Britain, of course, mention of the year 1953 makes people reply, "Oh yes, Coronation Year" and indications are that it is going to be a good year, all around, for business. The Coronation year Business Efficiency Exhibition promises not only to overshadow its world's biggest-ever predecessor at Olympia in 1951, but to establish Britain once for all as the unchallanged leader in the office equipment field in Europe and the Commonwealth.

Opening at Olympia on June 16, within a fortnight of the Coronation itself, the show window of the industry—a display by one of the country's most youthful and rapidly-expanding industries—will mark the introduction of more new equipment of its kind than has ever been assembled under one roof at any time.

More than 80 firms have so far indicated their intentions of participating and a series of composite special features are being prepared which will reveal the extending field of activity in which the industry is operating.

In addition, many stationery firms in particular will be displaying special new Coronation lines and it is hoped that a greater variety of labor-saving equipment will be available for immediate purchase by home buyers thanks to vastly extended output and well-advanced extension plans on the part of many of the industry's major firms.

* * *

Co-operative partnership in industry is something which is spreading these days—and a good thing, too, that those who help make the products are able to share in the results. The broad, general idea is not a new one—it was being carried on successfully to the writer's knowledge at the turn of the century by a well-known firm in Hull (unconnected with the office equipment industry) and is still being carried on by that company. And during the whole of its long life, the firm in question has had no strikes or labor troubles of any kind.

It is, therefore, pleasing to be able to record the first payment of dividends to workers under the co-partnership scheme of Kalamazoo, Ltd. December 23, 1952 was a historic day for the workers of the firm for both at the company's works at Northfield and in branch offices all over the country. Workers received their first dividend payments under the firm's co-partnership scheme.

The Kalamazoo scheme, however, is believed to offer an unique experiment in industrial organization, for the branch manager of the Midlands Local Government Branch, J. Butcher, received from the area sales manager, C. W. Braithwaite, a check for the first bonus declared by the Kalamazoo Workers' Alliance. This is a trust composed entirely of employees of the firm. The trust is already the largest shareholder, and is gradually acquiring complete ownership of the firm. The income from the shares owned by the trust is distributed to employees according to their length of service and degree of responsibility.

* * *

I understand that J. J. B. Adams has been appointed advertising manager of Adrema, Ltd., of London. Readers who have contact with this department will no doubt be interested to know of this.

Talking of Adrema, Ltd., reminds me that the firm's products have recently been introduced with advantage into the boot and shoe industry.

Certain of the large shoe manufacturers are using the firm's equipment for the production of their pay coupons and thinking that the rest of the country might benefit, J. Barraclough, the secretary of the Northampton Town Boot & Shoe Manufacturers'

"This one-week tape promotion netted us a profit of $2,022!"

Says **IVAN ALLEN, JR.**, *President, Ivan Allen Co., Atlanta, Ga.*

"3M REPRESENTATIVES supplied special displays of 'Scotch' Brand tapes for our store, briefed our salesmen on new tape-selling techniques, suggested profitable new items in the 'Scotch' Brand line for special attention," reports Mr. Allen. "As a result our *'Scotch' Brand Tape Week* promotion sold a whopping $9,321 worth of tape. In addition, it opened up so many new selling leads that our tape volume has been running at a high level ever since!"

TAKE ADVANTAGE of this easy way to build *your* tape business! Let our trained representatives help you organize a *"Scotch" Brand Tape Week* for your store. Write today for full details to Dept. OA-13, 3M Company, St. Paul 6, Minnesota!

SCOTCH BRAND Cellophane Tape

The term "SCOTCH" and the plaid design are registered trade marks for the more than 200 pressure-sensitive adhesive tapes made in U. S. A. by **MINNESOTA MINING & MFG. CO.,** St. Paul 6, Minn.—also makers of "SCOTCH" SOUND RECORDING TAPE • "UNDERSEAL" RUBBERIZED COATING • "SCOTCHLITE" REFLECTIVE SHEETING • "SAFETY-WALK" NON-SLIP SURFACING • "3M" ABRASIVES • "3M" ADHESIVES. Gen. Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

3M

Association, arranged for information regarding the systems used, to be passed on to other members.

This took the form of installing machinery in the office of the secretary of the association, and demonstrating the machinery in person. Sessions were held twice daily on Tuesday, Wednesday and Thursday of a particular week, and a large attendance recorded at each session.

The preparation of the pay coupons consists of a unit of reproduction which is a one-piece metal plate embossed with the relative data concerning the operation, description, number, price, and so forth. This unit, printing in conjunction with a numbering device, provides all the information required on each coupon. The number box reproduces the information, which varies from one coupon to another while the plate prints the detail which is static and is required every time a set of coupons is produced.

* * *

The establishment of one plate per operation provides complete flexibility, for should an operation have to be added or deleted, the appropriate plate can be added or taken from the plate file without disturbing the sequence or affecting the other operations in any way.

Despite the fact that the unit is metal and has an interdeterminate life, it is possible to blank out and re-emboss any one section of the plate a number of time without affecting the quality of reproduction, should a price or other information change.

For alterations to existing plates and for the preparation of new plates, a user can either purchase his own embossing machine, hand or electrically operated, or utilize the embossing service offered by all branch offices of the company for a 48-hour return-of-post service.

Once the information is embossed into the plates, they are stored in steel trays each having a capacity for 200, which in turn are housed in steel rack filing cabinets. To facilitate the location of groups of plates applicable to particular shoe styles, use is made of the serrations along the upper shoulder of the plate for the insertion of a wide variety of index tabs both in color and size.

Accommodation can be supplied either as open rack or concealed door lock-up cabinets.

Hand and electrically operated models are available. One machine is a simple hand-operated one capable of handling 40-50 plates at one loading fitted with precision rack listing equipment, numbering device, skipping facilities and other features.

The power-operated model has numerous features, which commends it particularly to the boot and shoe trade. As well as having precision rack listing, it can be equipped with automatic selection facilities enabling the machine automatically to select plates from a run applicable only to one-shoe style. Where the manufacturing sequence of a number of shoe styles differs by a small number of prices or operation descriptions, this feature enables one set of plates to cover a number of styles or designs with the machine selecting only those plates associated with the style being manufactured.

On both hand and electrically operated models the plate impression is taken through a fabric ribbon and reproduction is closely akin to that of actual typewriting. First-class carbon copies are obtainable when printing on paper.

* * *

Installed for the first time in any bank in this country a British-made note-counting machine is now in operation at the Manchester High Street branch of the Midland Bank, Ltd.

It is an improved version of an American machine demonstrated in London in 1952.

H. R. Holdsworth, the chief inspector of the Midland Bank, said that the idea was to install the machine in all important cash branches of the bank.

British O. E. Industry Confident in 1953

By W. J. Arris, President,
British OABE Trades Association

■ THE FIRST HALF of 1953 will bring two displays of office equipment machinery that should attract many overseas buyers to Olympia, one of London's great exhibition halls.

The first is the British Industries Fair, from April 27 to May 8, and the second is the Coronation Year Business Efficiency Exhibition, from June 16 to 26. It is hoped that the latter will contain the most impressive display of office equipment ever seen in Britain. As for the 1953 B.I.F., it will have fewer office equipment exhibitors than last year's "biggest ever" section, but a composite series of show windows is contemplated to which nearly as many firms will again contribute.

No industry in Britain today has reason for greater confidence in its future than ours. Each year since World War II, the United Kingdom office equipment industry has set a new record of output and a fresh export record. In 1951, the industry's overseas shipments amounted to £13,700,000 ($38,360,000), and so far in 1952 that record, month for month, has been beaten. These achievements have been brought about despite very real shortages of raw materials.

In 1953, we are hopeful that our allocation of raw materials will provide us with less cause for concern. Should this prove true, the world may anticipate a greater volume of United Kingdom labor-saving office equipment than ever before, equipment which we believe can make life easier and happier for thousands while assisting in the great drive for more production.

Drive To Assist Industry

The trade is making a direct drive to assist industry to increase output. A United Kingdom firm recently installed machinery in the new assembly building of one of Britain's major car firms. But instead of this machinery being used to perform its normal function of supplying management with statistical facts and figures, it is being used to synchronize electrically, in accordance with the daily production schedule, the supply and assembly operation there.

The cards from the equipment control the marshalling of parts which are to be made up to subassemblies and also the collection of these subassemblies from their respective factories, ensuring at the same time, that they are fed in correct sequence into the final assembly line.

Another firm has enabled a vast car organization to have the staff it previously employed in completing export documents and to bring its clerical output into line with its factory production. Before this firm's equipment was installed it had taken an expert typist eight minutes to fill in the forms for the vehicles which were leaving the assembly line at a rate of one every one and three-quarter minutes.

Intensifying Research

Generally, we are developing and intensifying our research in the field of electronics; we are electrifying the more simple machinery so that it needs less and less supervision; we are paying greater attention to design, and we are seeking to make all machinery easier to handle and less prone to possible technical failure.

Governments all over the world are faced with at least one common problem—a growing demand for shorter hours and more leisure at a time when the need for greater production was never more pressing.

This conundrum can only be solved by one means

(Turn to page 144, please)

New

. . . and destined for Leadership in the Low Price Field

Utilizing the finest in production facilities and the experience gained from a quarter century's manufacture of highest quality filing cabinets, Peerless now has added a new, low price line. Known as the "Quaker" Series, it includes four drawer cabinets in letter and legal widths. These have been designed to meet the demand for a competitively priced, progressive suspension file of sturdy construction and maximum capacity . . . 26¾ inches of clear filing space. Over-all size—51″ high x 28″ deep. Standard finishes—Olive green, Gray, Mahogany, Oak or Walnut.

The "Quaker" Series is built for extremely hard usage and long efficient service. To achieve this, many features of higher priced files have been built into the new line. Cases are of high grade furniture steel and all welded construction. Heavy gauge upright channels are welded to each wall with heavy cross pieces welded to front upright channel. Rounded bases protect floor finish. Baked-on finishes and cast hardware add lasting beauty. Sturdy drawers ride on heavy gauge roller and ball bearing suspensions. Follower blocks are strong and efficient.

Write now for full information and dealer's proposition.

Quaker
FILING CABINETS

PRODUCTS OF

PEERLESS STEEL EQUIPMENT COMPANY

6804 Rising Sun Avenue, Philadelphia 11, Pa.

NEW YORK • CHICAGO • DALLAS • LOS ANGELES

Since 1929—Makers of High Quality Metal Office Equipment

INDUSTRY

MEETINGS
DINNERS
CONVENTIONS

Sheboygan, Wis., Company Celebrates Yule

The 15th annual Christmas party of the engineering Manufacturing Company, Sheboygan, Wis., was held on the evening of December 23, at Johnny Fox.

During the evening, after dinner, special awards were made to Elnora Nysse, who has completed 10 years with the company; Corinne Peterson, who has completed five years with the company, and John Buettner, who has also been with the company for five years.

In an address to the employees, E. H. May, president, thanked them for their co-operation during the year and said that the products of the company are known and accepted nationally only because the employees made high quality products.

Mr. May added, "Those who have been with us since 1946 or longer realize the many problems which have faced us—most of these with your help have been overcome.

"The Engineering Manufacturing Company has operated more steadily than any other Sheboygan plant. To keep you steadily employed has made us happy.

"Now let's look ahead! We will add more items, diversifying our lines so that members of our company will continue to be steadily employed."

Mr. May also showed colored slides of his recent trip through the Banff region of Canada.

As is customary, each employee was presented with a gift at the close of work on December 24.

Members of the Christmas party committee were: V. J. Kritske, Harold Mais, Henry Ruehr and Irwin R. Bosshardt.

NOFA President Makes Extensive Tour

NOFA President V. L. Caldwell has been making a nation-wide tour taking him to office furniture groups in Denver, Dallas, San Francisco, Los Angeles and St. Louis.

This trip was in keeping with Mr. Caldwell's announced determination of maintaining personal contact with NOFA's far-flung members.

In San Francisco November 13, 1952, Mr. Caldwell addressed the group here pictured at a meeting in the Sir Francis Drake Hotel. Sibley Smith was chairman of arrangements.

Those in attendance were Al DeMello, DeMello Office Equipment Co.; Joseph Mendel, Joseph Mendel's; Leon Grossman, Barnard Bros.; Lee Johnson, H. S. Crocker; Hugo Beier and George Gunderson, Beier & Gunderson; Paul Harris, factory representative for Jasper Office Furniture Co.; George Neilson, Bray Files; Robert Frier, Pacific Stationer & Office Outfitter; Carl Shelby, Morgan & Barclay; O. Z. Lemmon, M. G. West; Jack Lehmkuhl, Stevenson & Son; A. F. Gehrke, James Galletley and Walter Mollison, Schwabacher-Frey Co.; Frank Morse, Neal Stratford & Kerr; H. A. Popkin, Popkin Office Equipment; Sibley Smith, Lee Hale and Howard Boardman, Wholesale Office Equipment Co.

NSOEA Manufacturers' Division Meetings

The annual special meetings of the manufacturers' division of the National Stationery & Office Equipment Association were held this year in the Hotel Governor Clinton, New York, N. Y., on December 11, and in the Palmer House, Chicago, on December 17. In each case the sessions started with a luncheon with nearly 50 in attendance.

Functioning as chairman of the eastern meeting, L. R. Addington, Art Metal Construction Company, NSOEA vice-president in charge of the manufacturers' division, opened the discussion by referring to the exhibit at the 1952 convention as a smooth operation, but that there is always room for new ideas or refinements. His request for suggestions brought Bob Gooley, Cushman & Denison Manufacturing Company, to his feet.

Mr. Gooley thought that the association might perform a service for the newer manufacturer members by publishing a list giving ratings for space preference in the exhibition. After due consideration, the group expressed disapproval of the idea.

The possibility of converting the exhibition to a "room show" was raised but quickly withdrawn when General Manager Paul Burbank explained there is no hotel big enough to handle the show. He also informed the group that the executive committee had decided against an exhibition outside the hotel as well.

Garrett Roberts, Weldon Roberts Rubber Company, expressed his concern over dismantling of booths prior to the closing hour of the exhibition. The group appeared unanimous in disapproval of this practice and made a number of practical suggestions to solve the problem.

Mr. Burbank referred to the point system used by the association to fix ratings for space preference. Expressing the belief that the system is as nearly equitable as possible, he pointed out that it has the handicap that many manufacturers could not depend upon receiving the same space each year. That often precludes using specially prepared displays for more than one year. In an effort to overcome this situation the executive board, at the general manager's suggestion,

Hear NOFA President . . . Office furniture group addressed by V. L. Caldwell, president of NOFA, in San Francisco, Calif., November 13, 1952.

Today more people are using business machines — and more businessmen need business machines — than ever before. Burroughs aggressive advertising and merchandising program works with the widely known excellence of Burroughs adding machines and cash registering machines to help Burroughs dealers make the most of this growing opportunity. It brings the message of Burroughs dependability and outstanding performance to the attention of millions—and refers them to the local Burroughs dealer . . . to you.

In many communities there are still openings for Burroughs dealerships. If you are not a Burroughs dealer, why not find out how you, too, can profit by becoming one? Write or call the Burroughs factory branch nearest you for all the facts. Burroughs Adding Machine Company, Detroit 32, Michigan.

WHEREVER THERE'S BUSINESS THERE'S

Burroughs

voted to permit all manufacturers to use the same space in 1953 as they had in 1952. The group gave unanimous approval to this experiment.

Dates for coming conventions were announced as follows:

1953—September 26-30
1954—September 18-22
1955—October 1-5
1956—September 29-October 3
1957—October 12-16
1958—September 27-October 1

To take care of the increasing demand for space half of the sixth floor of the Conrad Hilton Hotel will be open for manufacturers' displays in 1953.

After considerable discussion it was unanimously decided to recommend that the practice of issuing free passes to booth attendants be eliminated, in view of the fact that the change will add so little to manufacturers' expenses at the convention.

Dave Price, Eagle Pencil Company, paid tribute to the NSOEA staff for producing such a smooth-operating convention. He further stated that the service of the hotel and exhibition hall employees left something to be desired. He suggested to Mr. Burbank that he endeavor to persuade the hotel staff to be more cooperative. In both instances he had the hearty approval of the group.

H. B. VanDorn, Joseph Dixon Crucible Company, said that he had been asked to suggest that an open date be left in the ladies' program for shopping. To this suggestion the group responded favorably.

Chairman Addington said that the increasing decentralization of industry, which has caused decentralization of buying, is presenting a new challenge to manufacturers requiring them to make certain that their salesmen are adequately trained to do their part in the training of dealers' salesmen. He advised manufacturers to sharpen up sales presentations to dealers.

Mr. Burbank spoke of two projects upon which NSOEA is embarking in 1953: 1. A survey of office workers by counties so that every dealer will have full information about his own potentialities. 2. A full training course for management.

At the Chicago session, Earl Opie, Weber Costello Company, vice-chairman of the manufacturers' division, presided. Following introductions, Mr. Opie called on Mr. Burbank, who referred to "our two billion dollar industry" and then announced that the dealer registration at the 1952 convention was 5600.

The first topic of general discussion was space numbers of exhibits. Many manufacturers remove the numbers when setting up their displays and fail to replace or reproduce them. It was pointed out that the numbers are important to visitors trying to locate certain displays. General approval followed announcement that numbers on display spaces are now listed as requirements in exhibit regulations.

Another subject considered was the development of a standard telegraphic code for the industry, suggested by C. W. Clemen, G. J. Aigner Company. Mr. Burbank was asked to investigate and proceed with the project.

Lou Mann, Sturgis Posture Chair Company, urged continuation of the system of charging non-registrants a fee for entrance to exhibit areas. A unanimous vote supported Mr. Mann's suggestion.

On the subject of exhibitor's passes it was agreed that the privilege was abused. Although no specific suggestions were offered, Mr. Burbank was asked to take steps to correct the situation.

As at the New York meeting, the Chicago group approved the idea of granting all exhibitors the right to the same space in 1953 as was used in 1952. The deadline for such commitments is February 16, after which the point system will be put into operation.

Mr. Addington repeated his New York comments on decentralization and Mr. Burbank referred to the NSOEA projects of a survey of office workers and the development of an management manual for dealers.

Prepare for Regional at San Antonio, Tex.

REPORTED BY ART CARROW

San Antonio, Tex., "The Garden Spot of America," is expected to provide a perfect setting for the 1953 convention of District No. 9 NSOEA. Dave Reed, Cathey Furniture & Supplies, Dallas, the governor of the district, is making good progress with appointment and functioning of committees.

Dave Reed

The dates of the meeting are April 15-17 and the Plaza Hotel will be the headquarters.

Governor Reed has appointed Marvin M. Hartung, Paul Anderson Company, as general chairman of the convention.

Chairman Hartung has announced preliminary plans. These include a San Antonio dealers' kick-off party on Wednesday night, April 15; a travelers' party at La Villta on Thursday night and the annual banquet on Friday evening.

President Art Pfister will be in charge of the annual meeting of the Texas Travelers Club to be held before the stationers' kick-off party and after the golf tournament which will be held on Wednesday afternoon.

Visitors to the convention should plan to stay a few days after the meeting as the annual Fiesta Time in San Antonio begins on April 19 and lasts through April 25.

Ready for Convention Host Role . . . The Plaza Hotel, the historic Alamo and picturesque eating place along San Antonio River

Speed turnover cut selling time keep operating costs low

IT'S ONLY when modern merchandising principles are applied that a store can realize increased profits and volume these days. Concentrate on in-demand brand names and use self-selection merchandising units to speed turnover, cut selling time, keep operating costs low.

Eaton's Berkshire Typewriter Papers and Eaton's fine letter papers for social correspondence are well known and in demand with an ever-growing, brand-conscious market. That makes them *easy-to-sell.* Our modern self-selling units make them *easy-to-handle.* Both help increase sales and profits.

Eaton papers are pre-sold for you through consistent advertising, reaching millions of people. No brand name in the fine paper field has such widespread consumer acceptance. Use your advertising and display space to feature Eaton's — you'll *cash in on existing demand* and make immediate sales.

EATON'S COMPACT SELF-SELECTION DISPLAY FEATURING BERKSHIRE TYPEWRITER PAPERS IN 100-SHEET PACKETS.

Sturdily built of plywood (treated to withstand soil, finger marks) has room for 18 Packets (as many as 3 kinds of paper). It comes to you with *your* selection of Packets and price tickets. It increases sales immediately. Packet business leads to ream business, which is "cream" business.

EATON'S MATCHED MERCHANDISE SELF-SELECTION UNIT.

Very compact, made of heavy, easily cleaned Plexiglas. Accommodates *matched* Papeterie and Open Stock Paper (6 each, 3 colors or 3 sizes), 12 Packages Open Stock Envelopes (4 each, 3 colors or 3 sizes), 9 Papeteries (3 each, 3 colors or 3 sizes).

Write today to Eaton Paper Corporation, Department BTM, Pittsfield, Massachusetts, for complete information.

Write us for handy free Berkshire Paper Selection Chart.

EATON PAPER CORPORATION PITTSFIELD, MASSACHUSETTS

NOFA Holds New England Area Conference; Hartford Is Scene of Profitable Meeting

With an attendance of some 75 members, the second annual New England NOFA area conference, sponsored by the Boston Office Furniture Association and the National Office Furniture Association, was held on Monday, December 8, 1952, in the Bond Hotel, Hartford, Conn.

In opening the conference Harry O. Austin of Doten-Dunton Desk Company, president of the NOFA Boston Chapter, extended greetings and a hearty welcome and thanked dealers and manufacturers for their participation. After outlining the program for both morning and afternoon sessions and urging all present to take part in the various discussions to follow, he introduced the local chairman James Redman, F. L. Vanderlip Company, Hartford, Conn.

Chairman Redman introduced the first speaker of the morning session, Miss Anne Saum, Anne Saum Business Associates and associate professor N. Y. U. School of Retailing, whose topic was "Selling Atmosphere Effectively."

"You need not be a skilled cabinet maker nor a metal craftsman to sell a desk," declared Miss Saum. "But you'll admit that a knowledge of construction is a

Sighted by OA Camera During New England Area NOFA Conference in Hartford, Conn.

1. H. A. Clemetsen, Office Furniture Warehouse Co.; John Freeman, mfrs. repr.; Sam Katz, Art Steel Sales Corp.; Dale J. McKnight, Radel Leather Mfg. Co.; John R. Gray, NOFA executive director; Miss Anne Saum, Anne Saum Business Associates; R. J. Freeman, mfrs. rep.
2. A. R. Reid, A. R. Reid, Springfield, Mass.; William Hurvitz, Boston Desk Co., Boston, Mass.; Howard A. Newman, NOFA attorney; George B. Wray, mfrs. rep.
3. V. L. Caldwell, John Wanamaker Store, Philadelphia, Pa., NOFA president.
4. William King, Kenny Conklin, James E. Feeley and Leo King, all of Springfield Office Supply Co., Springfield, Mass.
5. Dale J. McKnight, Radel Leather Mfg. Co.
6. Frank L. Vanderlip, F. L. Vanderlip Co., Hartford, Conn.; John B. Dwyer, mfrs. rep.; Edward H. Knapp, Victor Safe & Equipment Co., Inc.; Bob McGlynn, mfrs. rep.
7. Benjamin Agronick, Bene & Co., Inc., Providence, R. I.; R. Feffer, Business Equipment Corp., Boston, Mass.; Irving M. Levy, Art Steel Sales Corp.; Leonard Feinzig, Hammond Staty. Co., Boston, Mass.; William I. Lampell, Art Steel Sales Corp.
8. B. Lubin, Lubin Office Furniture Co., New Haven, Conn.; R. Brown, M. Brown & Co., Boston, Mass.; Stewart Werksman, mfrs. rep.; Leonard Feinzig, Hammond Staty. Co., Boston, Mass.
9. Jim Redman, F. L. Vanderlip Co., Hartford, Conn., chairman.
10. John R. Gray, NOFA executive dirlector.
11. Harry O. Austin, Doten-Dunton Desk Co., Boston, Mass.; Miss Anne Saum, Anne Saum Business Assoc.; V. L. Caldwell, John Wanamaker Store, Philadelphia, Pa.
12. Garry E. Dell, Burt & Dell, Hartford, Conn.; Stewart Lyons, Wards Stationers, Boston, Mass.; Ted Hargen, Yawman and Erbe Mfg. Co.
13. Head Table: Dale J. McKnight, Radel Leather Mfg. Co.; Miss Anne Saum, Anne Saum Business Assoc.; Harry O. Austin, Doten-Dunton Desk Co.; John R. Gray, NOFA executive director; V. L. Caldwell, NOFA president.
14. George B. Wray, mfrs. rep.; Max Gordonstein, Broadway Office Supply, Springfield, Mass.; Ralph Byer, Ideal Leather Chair Mfg. Co.; Fred W. Fogg, Contract Sales Inc., Boston, Mass.; William Stanton, L. J. Peabody Office Furniture Co., Boston, Mass.

PR-430 Double Pedestal Desk
Leg Base 55" x 30" Deep

YOU'RE SURE TO
STEP UP YOUR SALES WITH

HASKELL'S BUDGET-DESIGNED

PR-LINE

PR-230 Single Pedestal Desk
Leg Base 42" x 30" Deep

There's a bigger market than ever for budget-designed desks. Ever-expanding business needs more and more of them every day. You're sure to get a greater share of this volume with Haskell's PR-LINE because no other brand offers so many quality features at budget prices.
See Pages 6, 7, 8 and 9 in Haskell's New Catalog.

WRITE FOR YOUR COPY TODAY

HASKELL
OF PITTSBURGH

HASKELL, INC.
303 EAST CARSON STREET
PITTSBURGH 19, PENNSYLVANIA

- STEEL DESKS
- STEEL TABLES

New Remington typewriters give you your Greatest Sales Opportunity!

You're on the way to bigger sales and profits with the new Remington line of typewriters! New features, new styling, new performance put the new Quiet-riter years ahead of any other portable. And the sensational new Office-riter . . . the complete, low cost office typewriter in compact size . . . opens a rich new market for more sales and more profits!

Exclusive Miracle Tab

Featured on both the Quiet-riter and the Office-riter . . . sets and clears tabulator stops right from the keyboard with a flick of the finger . . . assures neat, accurately typed columns of names, dates and figures.

New Remington Office-riter has a full 11-inch paper capacity, 10$\frac{3}{10}$-inch writing line

A low cost complete typewriter with paper capacity and length of writing line never before available in a compact machine. Paper feed accommodates paper, carbon packs and forms up to 11 ins. wide. Office-riter can handle all general typing requirements... letters, legal forms, statistical reports. It's just right for the professional or small business office... and just right to give you a new potential for sales and profits!

New Remington Quiet-riter has more selling features than ever before

Has every one of the selling features of the original Quiet-riter: Miracle Tab, Extra Large Paper Cylinder, Exclusive Super-strength Frame, Patented Simplified Ribbon Changer, High Speed Escapement and Accelerated Type Bars... plus **New Styling... New Visible Margins... New Built-in Paper Edge Guide... New 1-2-3 Line Spacer... New Longer Line Space and Carriage Return Lever... New Typing Ease... New Paper Bail... New Improved Paper Feed.** Also available—New Remington Portable Without Tab.

A complete promotional kit on both machines has been mailed to you—use it to assure greater sales!

Remington Rand INC

DEALER SALES DIVISION
315 Fourth Avenue, New York 10, N. Y.

great help in selling a customer the benefits of a piece of office furniture. By the same token, a knowledge of some of the basic principles of design can be very helpful to you in providing the benefits your customers seek in their office furnishings."

Pointing out that customer benefits are the key to all selling, Miss Saum asserted, "The customer who comes to you needs furniture, equipment, furnishings—true. But what he really seeks are the benefits to be derived from these furnishings in terms of what he hopes to accomplish through their use. It takes more than furniture to make an office a satisfactory place in which to accomplish results. There must be in that office an *atmosphere* conducive to accomplishment.

"The atmosphere is right when it expresses the nature or character of the business, when it advances the kind of work done in the office, and when it stimulates the best efforts of the people who work in that office."

At the conclusion of the morning session cocktails were served courtesy of the Boston Office Furniture Association, followed by luncheon in the Old English dining room.

Hear John Gray of NOFA

The first speaker of the afternoon session was John R. Gray, NOFA executive director, whose topic was "The NOFA Tool Chest."

Using symbols fashioned after carpenters' tools which were placed on the blackboard to illustrate his talk, Mr. Gray gave a detailed word picture of NOFA benefits to members.

The tools were as follows: NOFA Bulletin, insurance program, decalcomania NOFA emblems, advertising program, NOFA convention, exhibits, brochure by Management Consultant Paul Fletcher, Nofagrams, sales training program, freight rates information, NOFA "Know-How" series by Miss Anne Saum covering store and window displays, and store sales meeting guide series of articles for store managers and dealers.

At the conclusion of his talk Mr. Gray expressed the hope that the tools would be beneficial to all members of NOFA and urged those who were not members to join and take advantage of the tools available for the betterment of their business.

The next speaker was Dale J. McKnight, Radel Leather Manufacturing Company, whose topic was "Salesmanship." At the beginning of his talk Mr. McKnight awarded a leather covered clothes brush to J. Henry Skillings, Macey-Morris Company, Boston, Mass., who responded to his inquiry for the man present who has been in the industry for the longest period of time which was 45 years.

In talking of salesmanship Mr. McKnight called attention to the fact that while business in general has been good, it might be wise to prepare for the time when greater selling efforts will be needed.

He pointed out that many colleges now stress selling and have extensive courses to prepare men for a selling career. In dealing with the requisites of good salesmanship, he declared that in order for a salesman to increase his effectiveness, he must know his own batting average and study how to increase it.

He must know his prospective customers well, study their reactions to himself, his firm and his product. He must have a thorough knowledge of his firm's products and services and their application to his customers' needs. Knowing his prospective customer must have good reason to buy, he must fortify himself to furnish those reasons.

Many reasons will prompt a sale, said Mr. McKnight, such as appeal to physical comfort, serviceability, appearance and pride of ownership. If the salesman will organize his selling talk into buying motives, using his selling ammunition intelligently and energetically, better results will be inevitable.

V. L. Caldwell Addresses Group

The next speaker was V. L. Caldwell of John Wanamaker store, Philadelphia, Pa., president of NOFA, whose topic was "The President Speaks." Having traveled around the country to attend various NOFA Chapter meetings, he was able to tell his listeners in some detail of the success of NOFA's activities.

He told of the success of NOFA Office Furniture Week, National Secretary Week contest, and NOFA's national advertising coverage, stressing their enthusiastic reception everywhere. He found that many new members have joined NOFA chapters and are making use of the "NOFA Tool Chest" to good advantage.

He went on to discuss some of the more important dealer problems which included: dealer competition, price cutting, inventory, warehousing, operation costs, servicing accounts, taxes, and government regulations. In conclusion, he advocated closer co-operation between dealers and manufacturers, pointing out the need for more manufacturers sales aids, sales meetings, dealer training and advertising aids. He strongly urged dealers to take advantage of these services that are now provided by some manufacturers and their representatives.

The next subject was a "Business Forecast" in which manufacturers and representatives described and discussed conditions in the office furniture and equipment business. Chairman J. Redman acted as moderator. At its conclusion, he expressed the hope that the meeting had proved both educational and profitable. He then called upon the BOFA president, H. O. Austin, who voiced his appreciation of the good attendance at the conference.

Meilink's Four Oldest Employees . . . The four oldest employees of Meilink Steel Safe Co. appear here with the company president, Stanley Akers. Combined length of service of these men totals 170 years. From left the employees and years of service are: Louis Johnson, 41; Henry Johnson, 42; John Link, 41, and Walter Rosenberger, 43.

First 25 Years . . . Members of the 25-year group of Meilink Steel Safe Co. look on as Paul Sell, who has just completed a quarter of a century with Meilink, receives his gold safe from the company president, Stanley Akers. From left, employees and length of service are: Louis Johnson, 41; Carl Haase, 28; Henry Johnson, 42; Mr. Akers; Lester Frank, 28; John Link, 41; Wm. Gruber, 36; Mr. Sell; Harry Keoppen, 26; Edward Schuette, 35; George Grassmann, 33; Joseph Cufr, 26; Chester Smiegowski, 26; Arthur Kruse, 32; Charles Replogle, 32; and Walter Rosenberger, 43.

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PROFIT PICTURE

UTILITY LINE

AGATE

CARD FILES

No. 35—For 3 x 5 Cards

No. 46—For 4 x 6 Cards

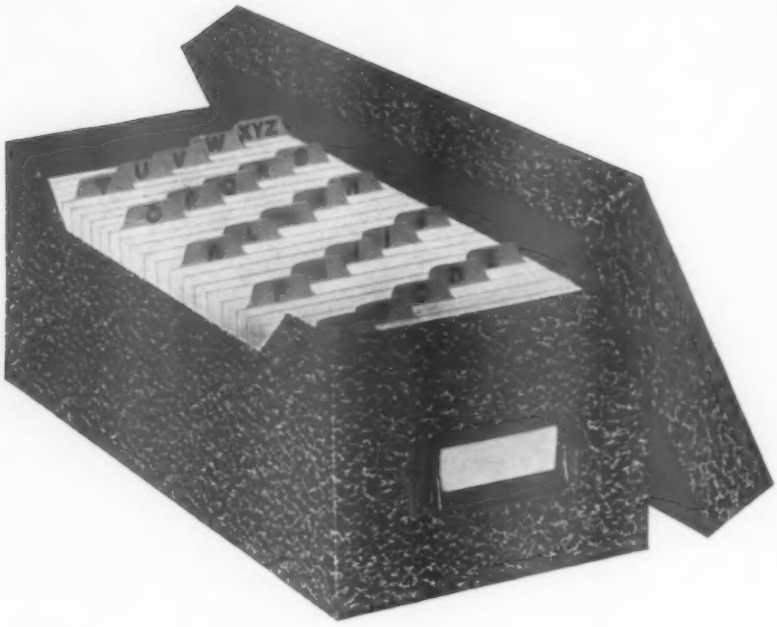
No. 58—For 5 x 8 Cards

No. 69—For 6 x 9 Cards

11" Capacity

No. 49—For 4 x 9 Cards

13½" Capacity



SHELL LINE

AGATE

CARD TRANSFERS

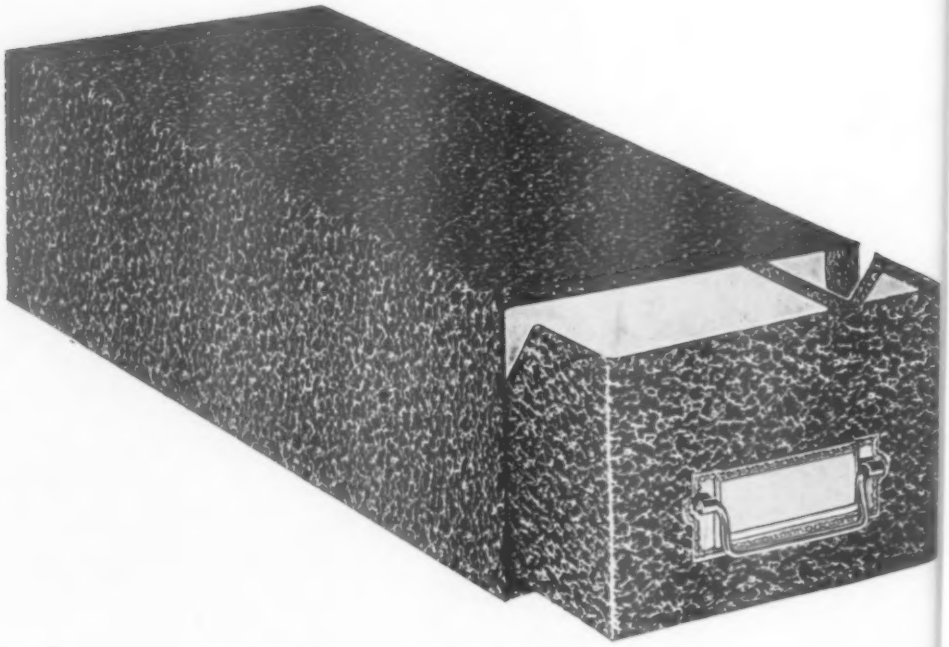
No. 3551—For 3 x 5 Cards

No. 4651—For 4 x 6 Cards

No. 5851—For 5 x 8 Cards

No. 6951—For 6 x 9 Cards

14½" Capacity



STRONG IN CONSTRUCTION

STRONG IN SELLING POINTS

A PROFITABLE PAIR

Years of use has proved that customers are completely satisfied with the Weis line of Agate Fibre Board Card Files and Transfers. Repeat sales have further confirmed the popularity of these products.

Favorable acceptance of Weis products is not accidental. We planned it that way many years ago. Quality of materials and technical improvements in fabrication are carefully studied. Only those resulting in a superior product are used. For example, the new metal bottom in Agate Card Files holds the follow block in perfect alignment and adds reinforcement to the entire file. No wonder sales are growing steadily.

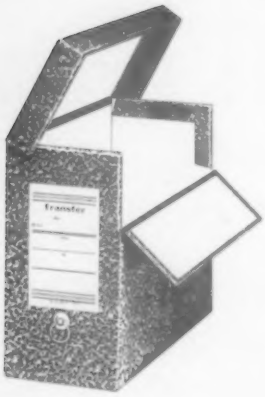
You can profit by this policy, too. When you recommend and sell a Weis Agate Card File or Transfer you not only make a profitable transaction, you also strengthen the foundation for more sales and win the confidence of your customer.

Be sure you can profit in both ways by having the complete line of these time-tested Weis products in stock. See our current Price List for complete details.

Weis

POPULAR WITH ALL CUSTOMERS

PROFITABLE FOR ALL DEALERS



Other items in the Weis line of Agate Fibre Board Files and Transfers are equally popular with customers and profitable to dealers. Quality materials and workmanship will be instantly recognized in Weis Agate Vertical Transfers, Agate Document Transfers and Agate Vertical Files. With a supply of these often-called-for numbers you can satisfy your customers with minimum sales effort.

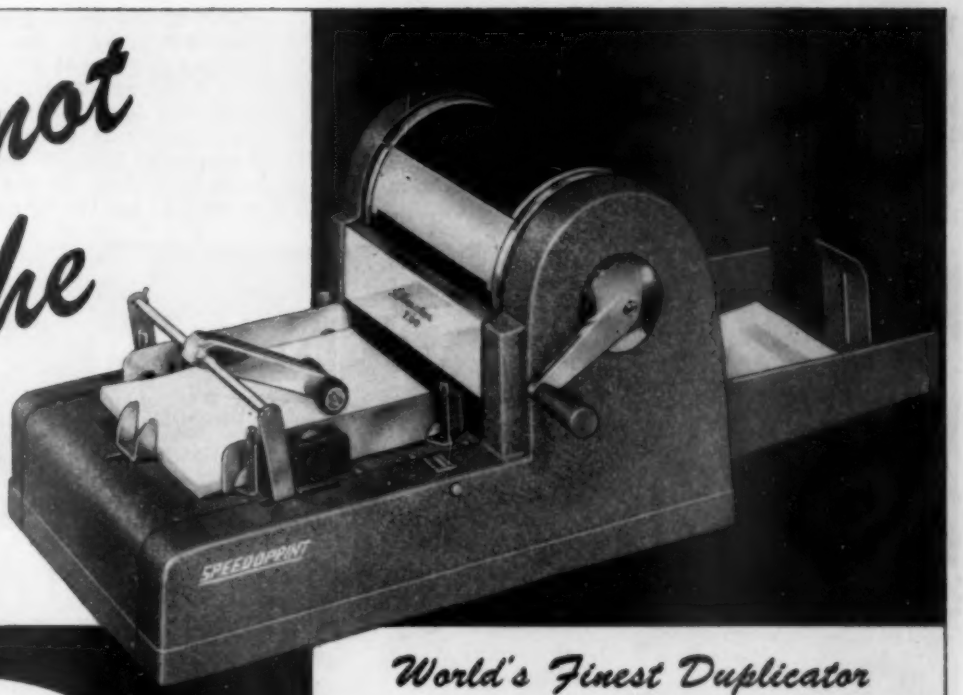
The Weis Manufacturing Company

1892 **Weis** *1953*

Monroe, Michigan

NEW YORK 13: The Weis Mfg. Co., 54-56 Franklin St. CHICAGO 6: Associated Stationers Supply Co.
BOSTON 10: Adams, Cushing & Foster, Incorporated
Carpenter Paper Company
OKLAHOMA CITY 1 FORT WORTH 1 HOUSTON 2

Why not sell the Finest



World's Finest Duplicator

LIBERATOR MODEL 200

$164.50 (Plus Excise Tax)

FRONT PAPER STOPS
Guarantees Hairline Registration

AUTOMATIC ROLLER RELEASE
Prevents Inking of Impression Roller

OPEN CYLINDER AUTOMATIC DUAL BRUSH INKING
Assures Even Distribution of Ink

EASY TO OPERATE
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The ideal duplicator for system forms etc., as reproductions are always in the same position on every copy. Half ream feed table capacity. Accommodates stock from 3 x 5 to 9 x 14 inches. Modern Design, Sturdy, Precision Construction. Quickly reproduces anything that can be typed, drawn, traced or photographed on a stencil.

Available in Futuramic Grey or Ebony Black finish with trim in Chrome.

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SPEED-O-PRINT CABINET $57.50

Ideal base for your duplicator of heavy gauge steel that is dust and vermin proof. Two 12 inch pull out leaves to accommodate machine and paper. Adequate storage space for stencils, inks and other duplicating and office supplies. Available in Futuramic Grey or Ebony Black finishes.

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Other SPEED-O-PRINT *Duplicators*

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*POSTCARD TO 6 x 9½ SIZE **POSTCARD TO LEGAL SIZE

Write FOR OUR DEALERS CATALOG

SPEED-O-PRINT *Corporation*

1801 W. LARCHMONT AVE. • CHICAGO 13, ILL.

Travelers, Stationers Enjoy Yule Party

Brightening the holiday period was the Kansas City Stationers-Midwest Travelers annual Christmas party held Friday evening, December 12, at the Santa Fe Hills Golf & Country Club in Kansas City.

In attendance were most of the local stationers and travelers and delegations from St. Louis, Omaha and other cities.

The enjoyable program was mapped by Committee headed by Ray A. Baldwin, Gallup Map & Stationery Company, general chairman for the stationers, and Tom J. Seward, Speed Products Company, Inc., general chairman for the travelers.

Genial hosts as ever were Vaughan T. Williams, governor of District No. 8, NSOEA, and Dave C. Neuhaus, president of the Midwest Travelers Club. The latter had his trusty camera with him and the results

Dave Neuhaus Photos Taken at Kansas City Stationers-Midwest Travelers Christmas Party

1. Top Row: George Harding, Jr., Harold Brewer, Ray Kline and Pete Jamerson. Seated: Mrs. Eugene Gore, Mrs. Harold Brewer, Mrs. George Harding, Jr., Mrs. Pete Jamerson and Mrs. Ray Kline, all are from Security Staty. Co., operating two stores in Kansas City, Mo.
2. Standing: Jack A. Lang, sales manager, Joe Totherow, Mr. & Mrs. S.C. McKee, John Murphy, George Desmond and Roy Cramer, Jr. Seated: Mesdames Jack Lang, Roy Cramer, Jr., George Desmond and John Murphy. All are from Cramer Posture Chair Co., Inc., Kansas City, Mo.
3. Mr. & Mrs. Wm. R. McKeighan, Mrs. & Mr. Bill Shockley. All from Sam'l Dodworth Staty. Co., Kansas City, Mo.
4. The Esterbrook Pen Co. group: Robert N. Wood, vice-president sales; Roy L. Wood, assistant sales manager; R. W. Howard, Mrs. Clint Cooper, Harry W. Lynn, sales manager; Mrs. Marion Howard and Clint Cooper.
5. Mr. and Mrs. Chet Smith, A. W. Faber-Castell Pencil Co., Inc.; Mrs. & Mr. Bill Back, Joseph Dixon Crucible Company.
6. St. Louis travelers: Wm. A. "Bill" Froehle, Boorum & Pease Co; Barrett K. Mitchell, Invincible Metal Furniture Co.; Mr. & Mrs. Richard J. "Dick" Fuller, Smead Mfg. Co.
7. Mrs. & Mr. George F. Rocker, W. H. Gunlocke Chair Co.; Mrs. Dave C. Neuhaus and Mrs. Ray A. Baldwin.
8. Mr. & Mrs. Vaughan T. Williams, governor District No. 8 NSOEA and of Schooley Ptg. & Staty. Co., Kansas City, Mo.; Barrett K. Mitchell, Invincible Metal Furniture Co.
9. Christmas toys brought by those who attended the party and which were later donated to Children's Mercy Hospital, Kansas City, Mo.
10. At House of Friendship: Mrs. & Mr. John P. Low, Minnesota Mining & Mfg. Co.; Mrs. & Mr. Dan A. MacDougall, Stationers Loose Leaf Co.; Mrs. & Mr. Howard Blanchard, Fiddler's, Inc., Kansas City, Kan.; Mrs. & Mr. Kenney Pendergast, Geo. E. Bain & Son, Inc., Kansas City, Mo.

"Sales tripled in 3 years with Columbia"

says:
HYMAN GOLDSTEIN
Rochester Stationery Co., Inc.
Rochester, N. Y.

"The quality of all Columbia products is of the highest grade as shown by the steady flow of repeat orders."

"The intensive training program instituted under the Columbia Sales Cooperation Plan enables our sales force to make the intelligent recommendations that result in profitable sales."

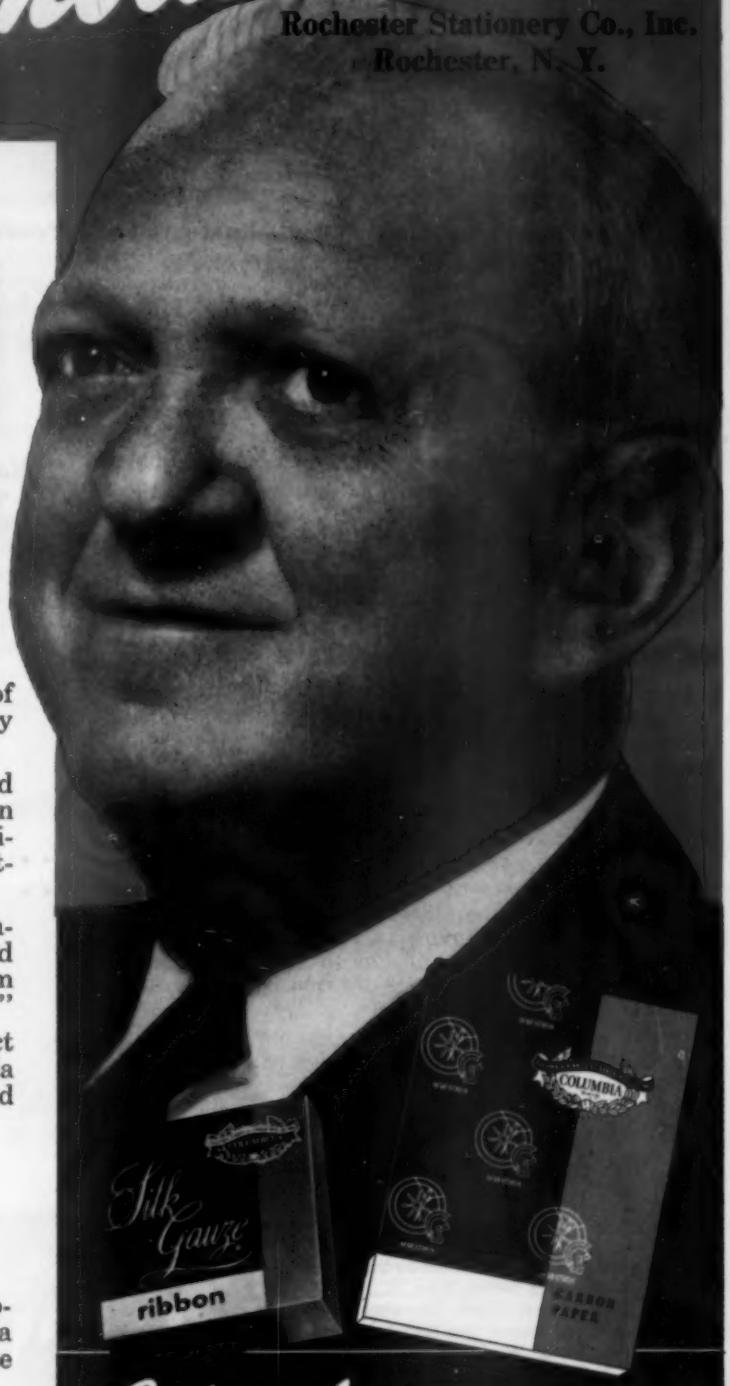
"Columbia executives and local representatives give us every cooperation. They add effectively to our merchandising program with their suggestions and personal contact."

"In 32 years we have never seen any product gain as wide acceptance as have Columbia Carbon Papers, Typewriter Ribbons and Ready-Master Hectograph Sets."

PROFIT WITH CSC
The Columbia Sales Cooperation plan.

You, too, can enjoy greater profits from ribbon and carbon sales—the Columbia way! A few retail areas open—write today!

COLUMBIA RIBBON & CARBON MFG. CO., INC.
202 Herb Hill Road, Glen Cove, L. I., New York



Columbia TYPEWRITER RIBBONS CARBON PAPERS

Brand Names that Build Business: SILK GAUZE · MARATHON · COMMANDER · CLASSIC · RAINBOW · PINNACLE · D. H. & D.

More Dave Neuhaus Photos from Stationers' and Travelers' Christmas Party

1. Bob English, Bob Roberts and Pete Guignon. All formerly of Schooley Ptg. & Staty. Co., and who recently formed the Cardinal Office Supply & Equipment, Inc., to operate a new store at 1014 Grand Ave., Kansas City, Mo.
2. Mr. & Mrs. Paul Baird, Geo. E. Baird & Son, Inc., Kansas City, Mo.
3. Standing: Tom "Tot" Seward, Speed Products Co., Inc.; Ray A. Baldwin, Gallup Map & Staty. Co., Kansas City, Mo.; Seated: Hoard K. Hendricks, Allen Marking Products, Inc., Kansas City, Mo.; A. F. "Heinie" Sengbusch, manufacturers' representative. The combined efforts of these gentlemen contributed largely to the success of the Kansas City Stationers-Midwest Travelers annual Christmas party.
4. George F. Rocker, W. H. Gunlocke Chair Co.; Mrs. Peg Rader, Rader Office Equipment Co., Omaha, Nebr.; Mr. & Mrs. Vaughan T. Williams, Schooley Ptg. & Staty. Co., Kansas City, Mo.
5. Mr. & Mrs. Bob Irons, Mrs. & Mr. Glen Evans, all from Columbia Ribbon & Carbon Mfg. Co.
6. Dave C. Neuhaus, president Midwest Travelers Club and manufacturers' representative, and Mrs. Neuhaus. Dave must have borrowed a photographer to have his own picture taken.

of his extra-curricular work are shown on these pages.

A House of Friendship was enjoyed from 6 to 7:30 p.m. Following this a buffet dinner, distribution of prizes and dancing to Jimmy Lenge's orchestra were on the program.

Honored by Art Metal on 90th Birthday

John G. Henry, Kansas City, Mo., who is still actively selling bank and courthouse equipment for Art Metal Construction Company in Iowa, Kansas and Missouri, began his business career in Pittsburgh in 1890. Mr. Henry started with Art Metal before the incorporation of the present company, working out of the Art Metal plant which was then in operation in St. Louis, Mo.

At his 90th birthday celebration, organized by Algot J. E. Larson, president of the company, Mr. Henry cited a few of his experiences in the pioneering days of the metal office equipment business. He recalled that of 25 new courthouses built in Iowa in the first few years of his tenure there, he secured contracts for all but two of them for Art Metal.

Mr. Henry was feted by the company's executive staff at a luncheon held in the new Art Metal office building on Monday, December 15. Still hale and hearty, this oldest employee in Art Metal service continues actively in business at his own desire and can still command his share of sales in a competitive field.

New England Travelers Elect Officers

The New England Travelers Club held its annual meeting on December 29 in the Somerset Hotel, Boston. At this meeting the club was incorporated under the laws of Massachusetts.

The following new officers were elected:

President—John T. Wilson, Jr., The Esterbrook Pen Company.

First vice-president—John F. Nackley, manufacturers' representative.

Second vice-president—Ralph Gerard, The Sanford Ink Company.

Secretary-treasurer—Spencer F. O'Leary, L. E. Waterman Company.

Auditor—Bernard Hartwell, Minnesota Mining & Manufacturing Company.

Directors—Edward Stockwell, American Pencil Company; Nat Blish, Reyburn Manufacturing Co., Inc.; John Witte, Mittag & Volger, Inc.; George Dykeman, The Standard Diary Company; John Dunne, National Blank Book Company; Russell Paquette, Eagle Pencil Company, and David Keir, Dennison Manufacturing Company.

It was voted to join with the Boston Stationers Association, under the leadership of President Bob Slate, for the Valentine Day Party, February 14, at Hotel Statler.

Art Metal Veteran Honored . . . Present at luncheon feting John G. Henry, an Art Metal Construction Co. employee for more than 60 years, are (left to right): L. R. Addington, R. W. Clark, H. T. Swanson, Algot J. E. Larson, J. G. Henry, C. L. Elofson, Albin Johnson, J. A. Johnson and C. W. Simpson.

Must you apologize for the appearance of your office?

GOOD metal business furniture is a GOOD investment

THE OTHER DAY a business man with an office force of 10 people said he no longer apologizes for the appearance of his office.

"Up until three years ago, my place was shabby and unattractive. Then I lost an important account. I couldn't understand why until I learned that the customer was offended by the appearance of my office.

"When I learned the truth, I completely refurnished my establishment. The cost was less than one year's income from the account I lost!"

If you have to apologize for the appearance of your office, it may cost you more than you think. Customer prestige—though intangible—is important to your success. Employee productivity, employee relations, and absenteeism are also major factors in your operating costs.

Over a 10-year period you pay a minimum of $30,000 per employee in salary, floor space cost and general overhead. Isn't it wise to provide good tools and good surroundings so employees will be happier and will produce more without expending any more energy?

For from 1 to 2% of this 10-year fixed expense per employee you can provide your office with the finest tools and pleasant surroundings.

Investigate GF modern metal furniture: Goodform aluminum chairs, individually adjustable; Super-Filer, the mechanized filing equipment; Mode-Maker desks designed for each particular job. Learn how you can increase productivity and improve employee morale. Insure yourself against apologizing for the appearance of your office.

Call your local GF distributor or write The General Fireproofing Co., Dept. X-14 Youngstown 1, Ohio.

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1902 GF 1953

FIFTY-ONE YEARS OF PROGRESS

GENERAL FIREPROOFING

Foremost in Metal Business Furniture

MODE-MAKER DESKS • GOODFORM ALUMINUM CHAIRS • METAL FILING EQUIPMENT • GF STEEL SHELVING

Never before a Supported Plastic ... it's wonderful

The 5 POINTS
THAT PROVE* THE SUPERIORITY OF
NYLONIZED BOLTAFLEX

**Laboratory Report gladly sent on request . . . Box 523*

1 **Superior resistance to tearing at stitches.** Nylonized Boltaflex has proven its superiority in critical stitch-tear tests, out-performing all other backed plastics.

2 **Superior stretchability.** Unlike any other backed plastic, Nylonized Boltaflex stretches equally in *all* directions. So it fits better around furniture corners and always retains its comfortable, tailored look.

3 **Superior strength.** The nylon fibres add tremendous strength to the Boltaflex, making Nylonized Boltaflex the strongest and most rugged backed plastic in its price range. The non-woven backing gives great resistance to tearing in *any* direction.

4 **Superior beauty.** The nylon backing gives furniture a plump, cushioned look . . . an *inviting* look . . . no lines of warp and woof show through the material. In the Burnished Top-Grain Finish, Nylonized Boltaflex has the dimpled "hand" of true cowhide . . . and those colors! . . . warm pastels and deep tones in a wide, wide range.

5 **Superior selling power.** Nylon is a magic, *selling* name . . . a name everyone trusts. When used with Boltaflex, the leading name in plastics, you have a selling combination that's hard to beat.

Furniture covered in Nylonized Boltaflex in the Burnished Top-Grain Finish by Kenmar Mfg. Co., East Palestine, Ohio.

like this for office furniture! new Nylonized *Boltaflex*★

★ *Patents pending on Nylonized Boltaflex*

Here's an upholstery plastic made with a backing of the wonder-fibre nylon. It took us, and the biggest brains in the chemical industry, 31 months to develop and 1878 different tests and formulations to perfect. The result is a supported plastic material with amazing strength and tremendous resistance to wear . . . it is, we feel, the finest plastic material ever developed for office furniture.

Check over THE 5 POINTS of superiority. And remember that in addition to its great strength and extra durability, Nylonized Boltaflex cleans with a damp cloth, resists staining, scuffing, fading and won't chip or peel. The material has the warm, inviting "hand" of cowhide, and colors range from bright, high-style pastels to deep, rich, masculine tones . . . giving offices a bright, distinctive appearance. No wonder leading manufacturers of fine office furniture are turning to Nylonized Boltaflex. Look for the Nylonized Boltaflex tag . . . it tells the best from the rest. Write Box 523 for further information.

BOLTA
Lawrence, Massachusetts

Carter's Ink Conference . . . This picture, taken on the steps of the main office building in Boston, shows a part of The Carter's Ink Co. sales force. The men in this group represent Carter's throughout the Pacific, southern and New England states. They attended a week-long sales conference, the theme of which was "Planned Selling in 1953." Carter salesmen from the New York-New Jersey area and mid-western and central states attended separate meetings in New York City, Chicago and Cleveland.

New York O.E.D. Celebrates 22nd Anniversary

More than 200 members, their wives, guests, employees, manufacturers and their representatives assembled for the annual holiday party and 22nd birthday celebration of the Office Equipment Dealers of New York. It was held on Monday evening, December 15, in the Baroque Room of the Brass Rail Restaurant, New York, N. Y.

The Yuletide holiday spirit was the order of the evening. Good music was provided by strolling musicians and singing, entertainment and good fellowship contributed to an enjoyable evening.

Preceding the affair a reception and cocktail party was held in the lounge adjoining the Baroque room.

At the close of a delicious roast beef dinner, Ben Itkin, Itkin Brothers, Inc., New York, N. Y., chairman of the entertainment committee, extended a welcome to all who had come to participate in the celebration of OED's 22nd birthday. After introducing those at the head table he called upon President Dan Waldner, D. Waldner Co., Mineola, Long Island, N. Y., for a few words.

President Waldner extended greetings and best wishes for the holidays and announced that no speeches would be made. He expressed the hope that an enjoyable evening would be had by everybody. In conclusion he informed members that a splendid program had been planned for 1953 OED meetings.

The first meeting was to be held on Monday evening, January 5, when the speaker was Miss Anne Saum, Anne Saum Business Associates, who spoke on "Office Furniture Store and Window Displays."

Mr. Itkin then distributed gifts donated by the following firms: Sainberg & Co.; Esterbrook Pen Co.; Gift Craft Leather Co.; Imperial Leather Furniture Co.; Bright Chair Co.; Cole Steel Equipment Co.; Artistic Lamp Co.; All-Luminum Products Co.; Art Steel Sales Co.; McDonald Products Corporation; W. A. Sheaffer Pen Co.; The Globe-Wernicke Co. and Tom Fox of All Steel Equipment, Inc.

Among the recipients were: David Kohansky, Aetna Safe Co.; Harry Nelson, Dancker & Sellew Inc.; Hugh Ward, Geyer publications; Robert B. Hayward, Macey-Fowler, Inc.; R. J. Freeman; Mrs. Tom Fox; Walter Diamond, Shelbyville Desk Co.; Mrs. F. Sorensen, Regan Furniture Corp.; Mrs. Joe Wallace; B. Matthews, the Harter Corp.; Mrs. J. Paddock, Regan Furniture Corp.; and Mrs. M. Skala, the Milwaukee Chair Co.

Interior Designers, Office Furniture Men Discuss the Problems of Correlation

With nearly 50 in attendance, the regular monthly meeting of the Office Furniture Association of Chicago, held in the Charles Harrison Restaurant on Monday evening, January 5, had an unusual start. After an excellent dinner, the meeting was unofficially called to order by the rapping of a gavel in the hand of Hal Johnsen, Gunvir Industries. Mr. Johnsen presented the gavel to President Henry Otto, Office Furniture Clearing House, stating that he was speaking for Tony Donofrio, Doro Manufacturing Company, the bashful donor of the instrument of authority.

A panel discussion between two office furniture dealers and two interior designers was the feature of the evening. Activities Secretary John Smythe, Geyer's Topics, functioned as moderator, with Warren Spitzer of Spitzer's Office Furniture House and B. T. Schiek of Office Equipment Company representing the dealers. Miss Sylvia Steinberg of Art Institute of Chicago and Miss Virginia Hawley of Royal Metal Manufacturing Company represented the designers. The subject discussed was, "Correlation Between Office Furniture Dealers and Interior Designers."

Mr. Smythe presented the panel members and asked for questions to start the discussion ball rolling. In response to the query, "Why did your firm establish an interior decorating service for Offices?" Mr. Spitzer replied, "Because of competition." Sales were being lost to interior designers or furniture dealers offering interior design service.

From the discussion it was learned that a decorator tries to create an office that is different from any other, which naturally leads to recommendation of non-standard, custom built items. Because of the nature of his business, the office furniture dealer tries to restrict an installation to standard products. Miss Steinberg suggested as a possible solution that a dealer hire an interior designer to work out several "package" offices from items in the dealers' stock and standard products readily available from local warehouses.

At the business meeting it was announced that a television set and table, purchased from the proceeds of the Christmas party held during the December meeting, had been installed in the Oak Forest Infirmary. Another announcement concerned the association's annual dinner dance, scheduled for the evening of March 7 in the American Furniture Mart.

Protectall Five-Year Employees . . .
Thirteen employees of the Protectall Safe Corp. were recently honored at a company dinner celebrating their fifth year of employment. President Edwin H. Mosler, Jr., presented five-year service pins. Attending were FRONT ROW—Maurice O'Brien, Benjamin Ross, Gary Wollen, Otto Eiffert, E. H. Mosler Jr., James P. Scott and Gilbert Block; REAR—Fred Lansing, Lorenzo A. Williams, Edward Norris, Magdalene Strahl, Marie Buckley, Moses Simon, Lyman Buckley, Joseph Devlin and Albert L. Trayner, Jr. Absent was five-year employee Earl H. McDowell. Mosler, Eiffert, Scott and Trayner are members of Protectall management.

TAGGER

MADE TO PLEASE YOUR MOST PARTICULAR CUSTOMERS!

- Greater Durability
- Smudge-free
- Clean-Edge, Cut Corner Convenience
- Multiple Copies Print Sharply
- Slip-proof, Miracle-Tone, Curl-less Back

Tagger Typewriter Ribbons are the perfect companion. Popularly priced, Tagger Ribbons offer customer pleasing durability and most satisfactory performance.

Created to surpass the needs of your most demanding customers, Tagger carbon paper combines outstanding features and moderate price. Moreover, Tagger durability and superior quality of write recommend it as ideal for general office use—indicating volume sales for you.

M & V's merchandising assistance, sales aids and national advertising, directed at major consumer groups, work with you to speed turnover and increase profits. Write for full information today!

MITTAG & VOLGER, INC.

PARK RIDGE, NEW JERSEY

Fine Carbon Papers and Inked Ribbons

NEW YORK 7, N. Y. 261 Broadway	SAN FRANCISCO 5, CALIF. 591 Mission Street
KANSAS CITY 6, MO. 1013 Grand Ave.	CHICAGO 6, ILL. 558 W. Washington St.
BOSTON 10, MASS. 75 High Street	LOS ANGELES 13, CALIF. 406 So. Main St.

GREAT NAMES FOR SPARKLING PERFORMANCE

M&M Plenty Copy TAGGER Silk Spun

GLTC Again Entertains with Yule Party

Year after year the Great Lakes Travelers Club Christmas party is a highlight of the holiday season in Chicago. The past event was no exception, drawing an attendance of 200 to the Elks Clubrooms on Thursday noon, December 18.

It was an occasion for a turkey dinner, the enjoyment of refreshments provided by the club and good fellowship throughout the afternoon.

The members and their guests were in good voice, participating in community singing of Christmas songs under the direction of Benny Allen, American Pencil Company. Walter Lennartson, OFFICE APPLIANCES, who functioned as master of ceremonies, presented the invocation.

President Don Sharpe, Reyburn Manufacturing Company, extended holiday wishes on behalf of the club, thanked the efficient committees and introduced the guests. The latter were headed by NSOEA General Secretary Paul Burbank, who always interrupts a busy schedule to attend the GLTC party; retiring governor of District No. 6, Ed Napp, Napp School & Office Supply, Manitowoc, Wis.; and new District 6 governor, Jesse Peck, Springfield Stationery Co., Springfield, Ill.

Attending as guests of GLTC were several of the speakers who addressed the club programs through the year—Carl Broman, Floyd Petzinger and Bob Stein.

Also present for the holiday affair were Henry Otto, Office Furniture Clearing House, president of the Chicago Chapter of NOFA; L. R. Addington, Art Metal Construction Company, vice-president of the manufacturers' division of NSOEA, and Earl Opie, Weber-Costello Company, vice-chairman of the manufacturers' division.

The regrets of NSOEA President Adrian Pembroke, Salt Lake City, Utah, for inability to attend, were voiced in a letter. Ralph Maish, Dennison Manufacturing Company, sent greetings from New York City. A telegram from St. Petersburg, Fla., was signed by Hy Linden, Carl Kaufman and Harold Reinke. It expressed best wishes and suggested on behalf of that committee of three that the next Christmas party be held in St. Pete.

This GLTC event was in reality a double-barreled affair. It served as a Christmas party and also a testimonial to the efforts of Retiring Governor Ed Napp and Retiring President Don Sharpe in behalf of NSOEA and GLTC, respectively. Each was presented a framed letter of GLTC appreciation by Master of Ceremonies Lennartson. Christmas cigars, his favorite recreation, were likewise given to President Sharpe.

The entertainment furnished by the songwriting and musical team of Jack Fulton and Lois Steele was tops. Both are top flight entertainers who have starred with Paul Whiteman and Frankie Carl orchestras. Despite the handicap of a faulty microphone they won the applause of the audience. Especially enjoyed were "A Cold, Cold Winter", "The Soldiers' Dream" and "Welcome Home." These artists were secured by Benny Allen.

Chairman of the successful affair was Jim Lynch of Imperial Desk Company and New Indiana Chair Company. He announced that the huge pile of gifts would be presented to the Rescue Mission and Institution for Crippled Children, bringing joy to these unfortunates.

Assisting Chairman Lynch were Ken Henderson, chairman of the testimonial part of the affair, Benny Allen, Walter Lennartson and John Smythe, Geyer's Topics.

Camera Glimpses of GLTC Holiday Party . . .

1. Walter Lennartson, editor of Office Appliances and master of ceremonies, presents certificate of appreciation from GLTC to Ed Napp, retiring governor of District No. 6, NSOEA.
2. Santa Claus (designed by Ray Eichenlaub, Service Steel Products Co.) gets into the picture too with Ed Napp, Paul Burbank, general manager of NSOEA, and Jesse Peck, governor of District No. 6, NSOEA.
3. Don Sharpe, Reyburn Mfg. Co., president of GLTC, welcomes the guests.
4. General Chairman Jim Lynch, Imperial Desk Co. and New Indiana Chair Co., at the microphone.
5. Master of Ceremonies Lennartson presents a certificate of appreciation from GLTC to Don Sharpe, retiring president.

Mohawk Valley Stationers Meet

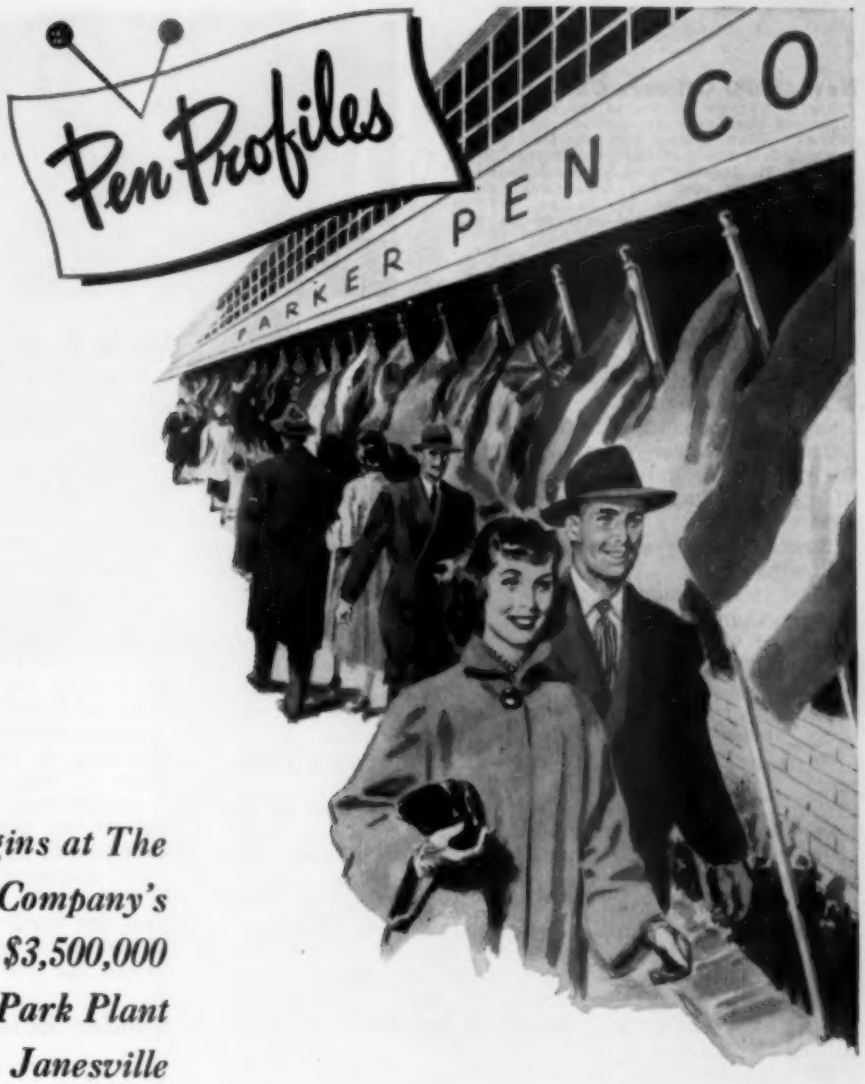
The annual meeting of the Mohawk Valley Stationers Club, held on December 3, was attended by 65 dealers and travelers from all over New York State.

Vernon R. Evans, Governor of District No. 2, was toastmaster at the dinner. He introduced some of the guests who included John Kennedy, Utica Office Supply Company, Utica, N. Y., president of the Mohawk Valley Stationers Club; Harry Sanner, Sanner Office Supply Company, of Erie, Pa., vice-governor of the club; Jerry McCormick, Victor Safe & Equipment Company, president of the Empire State Travelers Club; Alfred G. Preston, Utica Office Supply Company, past-governor of District No. 2, and Sid Croke, National Blank Book Company, past-president of the Empire State Travelers Club.

The first speaker of the evening was Walter Miller, of Otto Ulbrich Company, Buffalo, N. Y., chairman of the Distributors Division, NSOEA, who spoke on "What Can be Done on Main Street." Following this talk, Dr. Ralph Cies gave a talk, illustrated with charts, on the cost of doing business on Main Street, U.S.A. Both speakers were enthusiastically received.

The governor urged all members who had not made their reservations for the District meeting in June, to do so immediately.

A cocktail hour preceded the dinner.



Footpath around the world!

It begins at The Parker Pen Company's new $3,500,000 Arrow Park Plant in Janesville

One of the first things you notice at Arrow Park is the unusual "Path of Nations" along the pure white front of the main building. It's a walk lined with polished stone blocks sent from 87 countries around the world. On special occasions the flags of each nation wave over the stones in a colorful display.

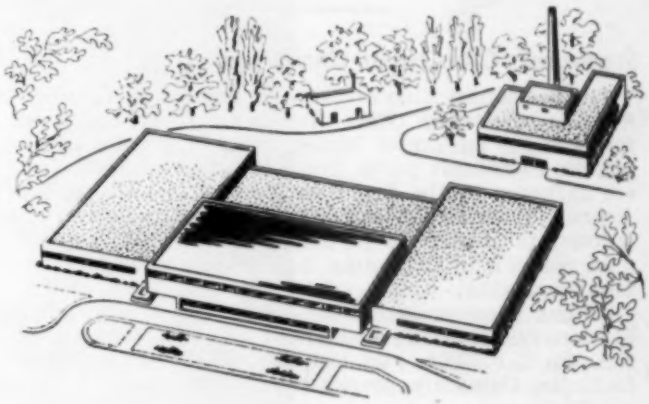
This "Path of Nations" isn't just decorative fanfare; it stands for an old Parker tradition—the tradition of world trade that began with George S. Parker's first world sales tour 40 years ago. Frankly, we're sentimental about this tradition because it has resulted in the sale of some $150,000,000 worth of Parker Pens outside the United States. It has made Parker skill and craftsmanship known in every corner of the earth, and the very Parker "51" Pen which you sell in your own store, the world's most-wanted pen.

You might say that the magnificent Arrow Park Plant is like the Parker Pen, itself—decades ahead in design. And like the pen, it's designed for top performance. Our new factory more than triples Parker's pen-making facilities! Next time you're in Janesville, stop in—we'd like to show you around the new Arrow Park Plant.

Copr. 1953 by The Parker Pen Company

THE PARKER PEN COMPANY

Janesville, Wisconsin • Chicago • New York • San Francisco



Parker maintains Foreign Plants and Offices in London, England; Toronto, Canada; Rio de Janeiro, Brazil; Paris, France; Florence, Italy; Capetown, Union of South Africa; Copenhagen, Denmark

New GLTC Officers Chosen . . . Pictured are new officers of the Great Lakes Travelers Club recently elected. At left are "Benny" Allen, second vice-president; Robert Reynell, first vice-president; Ken Reister, president; Earl Hanson, third vice-president; Al Cote, treasurer, and Ray Eichenlaub, comptroller. At right Don W. Sharpe, retiring president, turns the gavel over to his successor, Ken Reister.

Ken Reister New GLTC Prexy

At the annual business meeting of the Great Lakes Travelers Club, held on Tuesday, December 30, Ken Reister, Minnesota Mining & Manufacturing Company, was chosen president for 1953. He took over the gavel of authority from Don Sharpe, Reyburn Manufacturing Company, the club's very effective leader in 1952.

Elected to serve with President Reister were the following:

First vice-president, Robert L. Reynell, Oxford Filing Supply Company, who succeeds himself.

Second vice-president, A. M. (Benny) Allen, American Lead Pencil Company.

Third vice-president, Earl Hanson, manufacturers' representative.

Secretary, C. O. Schlaver, OFFICE APPLIANCES.

Treasurer, Al Cote, Reyburn Manufacturing Company.

Comptroller, Ray J. Eichenlaub, Service Steel Products Corporation, who succeeds himself.

After the election seven applications for membership were approved, as follows: Dave Golden, Ed Golden and Morris Golden, all Mohawk Tablet Company; William L. Harlan, Associated Stationers Supply Company; Carl G. Mueller, Esterbrook Pen Company; Charles W. Gilbert and DeLysle F. Cass, both OFFICE APPLIANCES.

In a bulletin to the membership, the new president announced that he had appointed the following committees:

Membership—Jim Lynch, chairman, Imperial Desk Co. and New Indiana Chair Co.; Walter Lennartson, OFFICE APPLIANCES and Don Sharpe, Reyburn Manufacturing Co.

Finance—Ray J. Eichenlaub, chairman, Service Steel Products Co.; Bob Reynell, Oxford Filing Supply Co., Inc. and Glenn Chambers, The Weis Manufacturing Co.

Fraternal—Ben Powell, chairman, A. W. Faber-Castell Pencil Co.; Tom Gillice, co-chairman, Rockwell Barnes Co.; Gordon Kickels, C. L. Barkley Co.; Roscoe Benge, Codo Manufacturing Corp. and Wes Wilson, Industrial Tape Corp.

Stationers Club Hosts Christmas Party

The Stationers Club of Chicago, headed by President Art Olsen, Olsen's Office Supplies, Forest Park, Ill., followed the custom of former years in hosting an enjoyable Christmas party. Some 60 office supplies dealers gathered at the Erie Cafe on Friday evening, December 12, for an evening of huge steaks and enjoyable fellowship. Music was furnished by a strolling accordion player and the young lady set the pace for community singing.

Among those present were Jesse Peck of Springfield Stationery Company, Springfield, Ill., governor of District No. 6, NSOEA, and Don Sharpe, Reyburn Manufacturing Company, president of Great Lakes Travelers Club.

Officers of the club including President Olsen, Phil Sol and Sid Allen together with the energetic chairman, Harold Rossuck, were instrumental in making the party a successful affair.

Victor Sales Hit Peak During 1952

A. C. Buehler, president of the Victor Adding Machine Company, stated December 9 at the company's annual sales conference in Chicago that 1952 will be the biggest sales year in its 35-year history.

Sales of adding machines of just under 20 million dollars were 7% higher than the previous high year of 1951. Unit sales were also up about 7% and set a record for production for the company.

Company net profit was slightly lower for the year, Mr. Buehler added, due primarily to increased wages and manufacturing costs and higher taxes.

Latest figures of the Office Equipment Manufacturers' Institute indicate a decline in both dollar volume and unit sales for the industry. President Buehler attributed Victor's improved standing in the industry to a highly concentrated sales program and national advertising of the "free trial" of any Victor in your own place of business.

He also pointed out that in June of 1952, Victor obtained the largest single order for adding machines ever placed by the Army Air Forces, amounting to over 5,000 machines.

"The high level of business and defense spending and the continued demand for efficient figuring machines to solve tax problems forecasts a firm year ahead for our industry," he predicted.

Golden State Travelers Elect Officers

The Golden State Travelers met 150 strong for their annual meeting and election of officers December 15 at Mike Lyman's private Grill Room in downtown Los Angeles, Calif. Presiding was George Hatten, Eaton Paper Company, retiring president.

New officers for 1953 are:

Peter C. Masterson, Acco Products, Inc., president.

J. D. Kirpatrick, Joseph Dixon Crucible Company, first vice-president.

Whit S. Gurley, Minnesota Mining & Manufacturing Company, second vice-president.

Wilson G. Turner, Craftint Manufacturing Company, third vice-president.

Robert B. Westover, Waterman Pen Company, Inc., secretary.

Roy E. Baughman, American Crayon Company, treasurer.

Honored guests were Mrs. Louise Whiting, retiring Southern California representative of the Pacific Stationer, and Miss Tessie Goldwater, manager of the stationery departments of the Southern California May Company department stores. A moment of silent prayer was held in memory of Bert Morris.

New York OMDA Re-Elects Silvers

The regular monthly meeting of the Office Machine Dealers Association of New York, Inc., was held on Tuesday evening, December 9, in the Florentine room of the Governor Clinton Hotel, New York, N. Y., with president David C. Silvers, American Business Machines Inc., New York, N. Y., presiding.

After introducing guests from Long Island, New England, and Penn-Jersey office Machine Dealers Associations, he called for the nominating committee's report

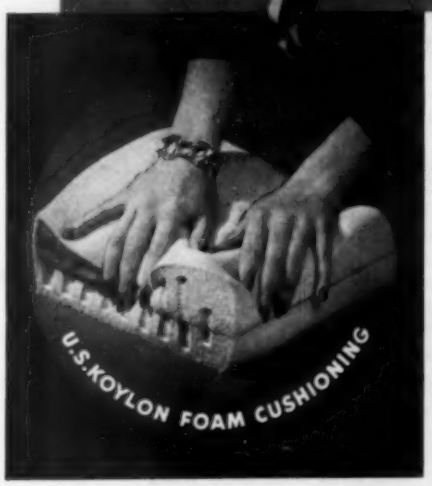
(Turn to page 135, please)

better posture...less fatigue with U. S. Koylon foam cushioning

Uniform resilience of U. S. Koylon Foam gives balanced support to body weight—in any position.

Yes, the buoyant, healthful support of U. S. Koylon Foam shares the work load of busy office personnel.

Chairs cushioned in U. S. Koylon Foam support without pressure, which helps prevent fatigue. Not too soft, not too hard—but just right! Relaxes while it braces—eliminates that cramped, tired feeling. Chairs cushioned with Koylon look well-groomed all day. For buoyant U. S. Koylon Foam reshapes itself. And this buoyance also absorbs strain on upholstery fabrics so they wear much longer.



Always fresh, it breathes! U. S. Koylon Foam actually air-conditions itself. It's dust-free, odorless, non-allergenic, moth-proof. It's cushioning with years more service built in.

U.S. Koylon® FOAM *Cushioning*

UNITED STATES RUBBER COMPANY
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NEWS

REPORTS AND MISCELLANY

Royal Typewriter Names Executives

F. P. Ryan, president of Royal Typewriter Company, Inc., has announced three new appointments to the company's executive staff, effective January 1.

L. C. Bowen, formerly managing director of the company's Canadian operations headquartered in Montreal, has been appointed chief industrial engineer

L. C. Bowen

E. A. Jarand

J. A. Young

at Royal's Hartford, Conn., plant. Mr. Bowen hails from London, Ontario. He became associated with the company in 1935 as a typewriter apprentice and subsequently held the positions of mechanic, foreman, and designing engineer. He was elevated to the post of managing director November, 1951, the position he held until his current appointment.

To succeed Mr. Bowen as managing director, Royal has called upon E. A. Jarand, assistant treasurer at Montreal. Mr. Jarand joined the company in 1932 as assistant treasurer. During the past 20 years, he has played an important part in all phases of the company's Canadian operations and has been responsible to a great degree for its growth.

Filling the post of assistant treasurer vacated by Mr. Jarand's new appointment is J. A. Young, internal auditor at Montreal. Mr. Young came to Royal as chief accountant in 1947 and was promoted to the position of production control supervisor in January, 1950. Later that same year, he was advanced to the post of internal auditor.

Mills Now Heads Toledo Metal Furniture

Toledo Metal Furniture Company, 1100 Hastings St., Toledo, Ohio, claimed to be the nation's oldest established manufacturer of metal furniture, is now headed by Thorley C. Mills, Cleveland, who was elected president and treasurer.

Mr. Mills and his associates recently acquired controling interest in the firm from the heirs of the four Uhl brothers who founded the firm in 1896. The Uhl brothers pioneered in the metal furniture field, specializing in steel frame chairs, desks, stools and tables. They are believed to have been the first to make an adjustable height posture chair.

The company, which was incorporated in 1904, continues to manufacture high-desk, draftsmen, linotype, and secretarial type posture chairs. In the school field, the firm has a full line of desks and seating equipment. It also makes typewriter and adding machine stands, file stools, and many kinds of industrial trays, tables, and chairs.

Joseph B. Triendl, who has served as president of the company for the last two years, and has been with the firm for 40 years in various executive capacities, will continue as vice-president in charge of operations.

Mr. Mills, who until recently headed the sales department of the Mills Company, Cleveland, manufacturer of metal partitions, said that eventually the Toledo firm will expand operations to produce other allied lines of metal fabricated products. The plant now employs about 100 persons, and has 5,000 dealer outlets and representatives.

Mr. Mills, who will continue to retain an interest in the Cleveland firm as a director and a major stockholder, will move to Toledo with his family. He attended Princeton and the Havard Business School, spent four years on active duty with the Navy, and three subsequent years as a civilian working in Poland and Germany.—AK

W. F. Drake Appointed to SoundScriber Post

Walter J. Niles, president of The SoundScriber Corporation, announced in December the appointment of William F. Drake as vice-president of SoundScriber of Washington, Inc., the company's subsidiary in the District of Columbia. He is in charge of the company's government and commercial sales offices, located at 2309-11 Calvert St., N.W., in the District.

Mr. Drake has had 17 years' experience in the office equipment business. With International Business Ma-

W. F. Drake

chines Corporation, he was branch manager in Indianapolis and Detroit, and assistant sales manager in Rochester, N. Y. He held the post of branch manager for UARCO business forms in Indianapolis prior to joining The Frederick Hart Company of Poughkeepsie, N. Y., as special representative. Joining SoundScriber in 1949, Mr. Drake was appointed sales manager of the company's Detroit office. Prior to his Washington assignment, he was district manager for the Middle West with headquarters in Dayton.

A native of Mitchell, S. D., Mr. Drake was graduated from the University of Iowa in 1933 with the degree of Bachelor of Science in Commerce. During World War II, he served in the U. S. Navy with the Hospital Corps.

Excuse Us, Please

An error was made in the December issue in stating that E. T. Keeler & Company, Chicago, was connected with Cel-U-Dex Corporation. Instead, this firm now represents Ezyindex made by Associated Cellulose Products of Flushing, N. Y. Cel-U-Dex Corporation's Chicago representative is William G. Herkes, 218 Fox St., Aurora, Ill., also serving Illinois, Wisconsin, Indiana and the river cities in Iowa. OFFICE APPLIANCES regrets that misinformation was given in respect to Ezyindex and Cel-U-Dex representatives.

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for the "CUSTOM" TRADE

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1304

The growing demand for exceptionally fine modern office furniture has resulted in our bringing out the outstanding designs illustrated here. They were created primarily to be used with the finer modern wood desks now being offered.

B. L. Marble facilities in designing and craftsmanship were all employed to create these new and distinctive modern chairs.

They are illustrated and priced in the new B. L. Marble Supplement and price list issued to the trade in January. If you did not receive your copy, write for it.

For such an intimate piece of furniture as a chair, there is no satisfactory substitute for WOOD!

THE B. L. MARBLE CHAIR CO. *Bedford, Ohio*

Milo Harding Opens San Francisco Store

Opening of a new sales and service store in San Francisco, Calif., has just been announced by James M. Harding, vice-president of the Milo Harding Company of Los Angeles and Pittsburgh, manufacturers of stencil duplicating equipment and supplies.

Ralph A. Ward, with a thorough background in the

Ralph A. Ward

duplicating field, has been appointed district manager. Mr. Ward will direct the outside sales and service organization of the new store, which was inaugurated to serve more efficiently the Bay area with Tempo Stencil duplicating products.

The ground floor location at 141 New Montgomery St. is in the heart of the downtown business section of San Francisco. The phone number is YUkon 2-5052.

Featured in the new store are the Tempo film stencil, the Tempo "Imperial" duplicator and the new Geha line of dual-cylinder duplicators for which the Milo Harding Company is distributor. Also stocked is the complete line of Tempo duplicating supplies manufactured by the Harding Company.

Shop facilities for servicing all makes and models of stencil duplicators are in charge of factory-trained personnel.

New Representative . . . The American Pencil Co. of Hoboken, N. J., recently announced that Edward Reardon will be the representative in the New England territory. Mr. Reardon is a native of Boston, was educated in New England and was previously employed as a district manager for General Motors Corp. and Dayton Rubber Co.

Naylor Opens New Firm in Little Rock

A printing brokerage business, the W. R. Naylor & Company, which will represent several national lines of office supplies, furniture and equipment, as well as a number of printers in Arkansas, has been opened in the Union Life Building at 212 Center St., Little Rock, Ark.

The proprietor is W. R. Naylor, former vice-president and member of the board of directors of the Democrat Printing & Lithographing Company. This type of business is something new to Little Rock but has been operated successfully elsewhere.—EGG

Grant Charter to Kings, N. Y., Concern

Jet Steel Office Equipment Corporation, office equipment, has been granted a charter of incorporation in Kings, N. Y., listing capital stock of 200 shares no par value. Directors are Albert H. Treiman, 261 Broadway, New York 7, N. Y.; Elias B. Gunzburg and Fred Gunzburg, both of 2793 Cropsey Ave., Brooklyn, N. Y.—EEG

Kraft Named Rem-Rand Savannah Manager

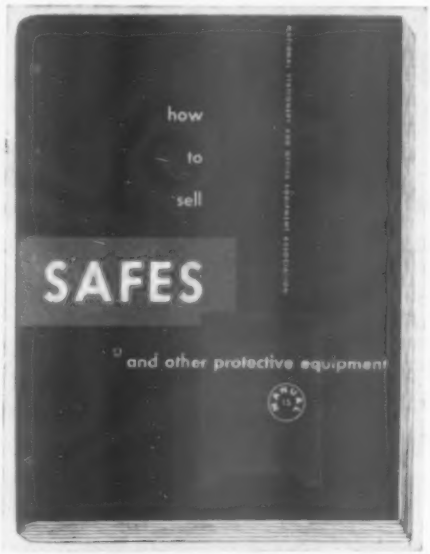
I. N. Lamb, branch manager in Jacksonville, Fla., for Remington Rand Inc., has announced the appointment of Harold J. Kraft as manager of a newly-created Savannah, Ga., district office of the company which covers nine counties in south Georgia and South Carolina.—EEG

"How to Sell Safes" is NSOEA 15th Manual

"How to Sell Safes and Other Protective Equipment," the sales training manual just completed by the National Stationery and Office Equipment Association, will be valued by the businessman as well as the office equipment salesman.

Millions of dollars worth of business records are destroyed every year and many businesses are forced into bankruptcy by fire losses simply because the office equipment salesmen failed to show the businessman the great dangers which a fire can mean to a business. "How to Sell Safes," 15th manual in the NSOEA series, devotes 48 pages to fire sales, money chests, and other protective equipment.

The book was developed through the co-operation of all the leading safe manufacturers and their experienced salesmen. The various types of equipment are



described and their relative protective qualities are explained. Underwriters' Laboratories and Safe Manufacturers National Association co-operated with the study, and their labels and testing programs are described. Insurance policies are reviewed to show how safes and money chests will reduce premium rates.

Typical with the other manuals in the series, "How to Sell Safes" is printed in two colors, attractively illustrated with photographs and cartoons. It contains a glossary and question lists for self instruction or group training. A separate Leader's Guide for sales managers provides a suggested training schedule and hints for integrating local problems and specific brand merchandise with the basic information found in the manual.

For further information, write to NSOEA at 740 Investment Building, Washington 5, D. C.

Topeka Firm Offers Rebuilding Service

Because of the shortage of mechanics skilled in the rebuilding of typewriters, the State Typewriter Company of 605-607 Jackson, Topeka, Kans., expanded into an additional location and service. At 314 Kansas Ave., the firm has leased two floors of a building 75 feet long by 30 feet wide. The office furniture division will occupy the ground floor. The basement floor, served by a dock at street level in the rear, has been set up as a plant for rebuilding typewriters. The capacity will run from 50 to 100 machines turned out weekly.

W. A. Johnson and Don Heberling are partners in the two enterprises. These include sales and service of typewriters and office furniture, new and trade-ins, which, says Mr. Johnson, are excellent in uncovering leads for the sale of new furniture. At present the total personnel of both locations adds up to 11, in addition to the two partners.—AG

• 177 different styles and colors. • Single or double tops. • All top corners rounded. • Manila in 8, 9½, 11, 14 and 17 pt. • Letter, Legal and Invoice sizes. • Kraft in 8 and 11 pt. • Red Fibre in 11 pt. • Pressboard in 2 grades. • Colored folders. • Packed 100 to a box, 500 to a carton.

Write for catalog and prices today.

AMBERG FILE & INDEX CO. • ***Filing Specialists Since 1868*** • **Kankakee, Ill.**

W. F. Arnold Advanced by Underwood

W. F. Arnold, formerly vice-president and general sales manager of Underwood Corporation, has been appointed to the company's executive department where he will direct the activities of the general sales department, general service department, Burlington supply division, and the new Electronic Computer Division, according to an announcement by P. D. Wagoner, chairman.

Mr. Arnold joined Underwood as sales manager of the adding machine division in 1928 after previous experience with The Dalton Adding Machine Company. In February, 1936, he was appoined assistant general sales manager, and in June of that same year became general sales manager. He was advanced to vice-president in 1944.

Serving as treasurer of the Office Equipment Manufacturers Institute, Mr. Arnold is also a director of the

W. F. Arnold

Sales Executive's Club of New York, a past president of the New York Sales Manager's Club, and a member of the National Federation of Sales Executives and the Advertising Club of New York. He is a native of Cincinnati, Ohio, where he attended public schools and the University of Cincinnati.

Safeguard Marks 40th Anniversary

Modern bank account protection goes into its 40th year as Safeguard Corporation, Lansdale, Pa., celebrates its 40th anniversary.

Modern check protection is interwoven with the pioneer work of Safeguard Corporation which has, ever since its inception in 1913, made major contributions to forgery prevention.

The business was originated in 1913 with but four employees in a very small shop in North Wales, Pennsylvania. The present plant in Lansdale,, Pa., got underway in 1919.

The purpose of the Safeguard Checkwriter is to prevent check raising through alterations and forgeries, the total losses in the entire country through this form of fraud being estimated at several hundred million dollars yearly, enough annually to build another Panama Canal.

In order to meet a demand for a very rapidly operating checkwriter for protecting standard dividend, pay roll and other checks, the present line of Instant Safeguard models were designed and placed on the market. These instant machines write the amount in figures instead of words and also protect the payee's name and amount in one operation, an original basic Safeguard feature.

The company runs a program to make the public aware of the danger of forgery prevention and to understand protective measures. For this purpose, protective folders and quiz folders are made available on demand to offices, schools, institutions, and anybody who handles checks or money.

Herbert E. Toussaint Heads Spaide Firm

The new president of Al Spaide Office Specialties, 1011 Chestnut St., Philadelphia 7, Pa., is Herbert E. Toussaint. He is the son of Edward Toussaint, who died while serving as national president of the National Office Machine Dealers Association.

Corry-Jamestown Opens New Branches

The opening of new branches and appointment o branch managers has been announced by David A Hillstrom, president and chairman of the board of Th Corry-Jamestown Manufacturing Corporation.

With the inauguration of a new branch office in Lo Angeles, Calif., Russell M. Clark has been appointed a

Russ Clark

Dick Hill

manager. R. K. Hillstrom, former manager of the ter ritory, will now supervise the San Francisco Bay an northern California area.

This territory will include the southern part of Cali fornia, Nevada, Arizona and possibly the state of Ne Mexico and the city of El Paso, Tex. Manager Clar has been a member of the company's sales depar ment since February of 1949 except during a lon period of service with the armed forces.

Richard S. Hill has been named manager of th new Atlanta, Ga., branch office, serving the states o Georgia, Alabama, Florida, Louisiana, Mississippi an Tennessee. As a member of the company's sales de partment since 1948, Mr. Hill's duties have include both home office and sales work in the field. He serve in the amphibious Corps of the Navy during Wor War II.

Eversharp Appoints Alfred J. Hughes

Quartus P. Graves, national sales manager, Ever sharp, Inc., writing instrument division, has announce the appointment of Alfred J. Hughes, Jr., as region manager of the southwestern sales region with head quarters in Dallas, Tex.

Mr. Hughes will be in charge of sales of Evershar pens and pencils in a nine-state area, consisting o

Alfred J. Hughes

Texas, Oklahoma, Kansas, Missouri, Arkansas, Louis ana, Mississippi, Tennessee and Alabama.

Mr. Hughes has been with Eversharp 14 years, as salesman in the shaving instrument division in th Oklahoma City, Denver and Kansas City territorie and later as southwestern divisional manager in Dall and more recently as divisional manager on the We Coast with headquarters in Los Angeles, Calif.

Mr. Hughes resides at 6024 Town & Country Lan Dallas, Tex.

Strawn Named Assistant in Sales

The Hall's Safe Company, Inc., has announced th appointment of Ralph Bill Strawn as assistant sale manager in its sales organization. Mr. Strawn has bee in sales, sales promotion and advertising in the sa and office equipment field since 1937.

WILSON JONES CO.

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122 East 23rd Street

CAMBRIDGE, MASS.
26 Blackstone Street

CHICAGO
209 So. Jefferson Street

KANSAS CITY, MO.
1520 Cherry Street

SAN FRANCISCO
246 First Street

Main Plants at CHICAGO and ELIZABETH, N. J.

Administrative Sales Manager for Rem Rand

Appointment of Harold R. Hungerford as administrative sales manager in charge of accounting and tabulating equipment was announced in December by Remington Rand Inc.

Mr. Hungerford succeeds Henry W. Millang, who has been transferred to Newark, N. J., where he will be branch manager in that area.

Prior to his present assignment, Mr. Hungerford was

H. R. Hungerford

branch manager in Philadelphia, St. Louis, San Francisco and Portland, Ore. He also organized the first training school program for the company for tabulating machine salesmen at the New York office in 1934.

Mr. Hungerford has been with Remington Rand for 25 years, having joined the company in 1927 as a tabulating machine technician.

Window Display Awards Announced

Cash prizes for winning window displays in the 1952 National Letter Writing Week competition have been announced by the contest sponsor, Paper Stationery & Tablet Manufacturers Association, 527 Fifth Ave., N. Y.

Awards were made in five separate classifications of retail outlets, with first, second and third prizes in each group, plus a total of five honorable mentions. Altogether, $1,000 in prizes was offered. There was a special award to the display designer of the most artistic window.

In group B, for stationers, the awards were as follows:

First prize: $100.00—Schwabacher-Frey Co., 735 Market St., San Francisco, Calif.

Second prize, $50.00—Missourian Printing & Stationery Co., Cape Girardeau, Mo.

Third prize: $25.00—The J. K. Gill Co., 408 S.W. Fifth Ave., Portland, Ore.

Honorable mention, with a prize of $15.00 each, went to:

Schwabacher-Frey Co., Los Angeles, Calif.
F. W. Woolworth Co., Store No. 1130, Denver, Colo.
Walker Bros. Inc., 123 North Main, Wichita, Kans.
Maison Blanche, New Orleans, La.
R. E. Cox & Co., Fort Worth, Tex.

Jack Luke to Represent Columbian

Jack Luke has been appointed by Columbian Art Works, Inc., to cover the firm's Middle West territory, formerly worked by the late Harry Short.

Jack Luke

Mr. Luke will be associated with Neil Short in representing Columbian in Michigan, Indiana, Ohio, Kentucky, Pittsburgh, Pa., and Buffalo, N. Y.

Retailer-of-the-Year Entries Exceed 17,000 in Advance of the Deadline

Brand Name Retailer-of-the-Year entries in this year's competition have passed the 17,000 mark, according to a statement made by Joseph L. Eckhouse, executive head of Gimbels, New York, and chairman of the Retail Advisory Council of Brand Names Foundation. With four weeks to go before the January 19 deadline, Mr. Eckhouse predicted a 400% increase in entries over last year.

The Foundation's annual awards go to retail firms which have best told the "story back of brands" to their customers in advertising and promotion. A total of 110 awards will be made this year to those firms in 22 classifications — a Brand Name Retailer-of-the-Year plaque and four "Certificates of Distinction" to winners in each category. Winners will be honored in New York at the Tenth Anniversary Brand Names Dinner, Wednesday, April 15, at the Waldorf-Astoria Hotel, before an audience of 2,500 of the nation's leading business, industry and retailing executives.

Mr. Eckhouse reported that the Foundation is currently arranging for a three-day entertainment program for the winners to precede the Brand Names Day celebration. A similar program last year included a round of cocktail parties, dinners and special luncheons sponsored by manufacturers, trade associations and national publications; a City Hall reception; and appearances on radio and TV programs. This year's retailing "champs," Mr. Eckhouse said, will be even more royally entertained.

All States are Represented

In announcing the number of Retailer-of-the-Year entries already received, Mr. Eckhouse stated that they represent retailers from all 48 states, Canada, Hawaii and, for the first time, Puerto Rico. Evidence of the interest aroused in this fifth annual competition is seen in the fact that the Foundation has distributed some 200,000 entry forms and informational kits.

A word of caution was issued by Mr. Eckhouse to the many thousands of retailers who filled out blue return address postcards or clipped coupons from the trade magazines requesting more information about this year's competition. Neither of these steps, he said, constitute the filing of an entry.

To enter, the retailer should describe how he promoted and advertised his branded lines to customers during 1952. This may be done in one of two ways, either on the Foundation's formal entry form or on the retailer's own letterhead. Entry forms may be had by writing to the Foundation, 37 West 57th St., New York 19, N. Y.

"This is a true retail contest from start to finish," Mr. Eckhouse said. "The best thing about it is that small retail firms have just as good a chance of winning as do the large stores from big cities." For proof, he mentioned that last year's winners came from such towns as Halifax, Va., Stillwater, Minn., and Liberty, Ind.

Entries will be reviewed on or about January 19 to select the finalists in each of the contest's 22 classifications in which awards will be made. Finalists will be notified immediately and invited to submit presentations illustrating the information contained on the entry forms.

Judging of the completed presentations will take place on March 5 and 6, 1953 in the Crystal Room of the Plaza Hotel, New York. The all-retail Judging Committee will be composed of the 20 retailers who won top Brand Name Retailer-of-the-Year honors in their respective categories in last year's competition.

Manager for San Antonio Firm

Bob Crockett has been added to the staff of the J. Andrew Smith Company, 504 Main Ave., San Antonio, Tex., as manager of the firm's systems department. —JHR

Now —Keep INACTIVE RECORDS Quickly Accessible with

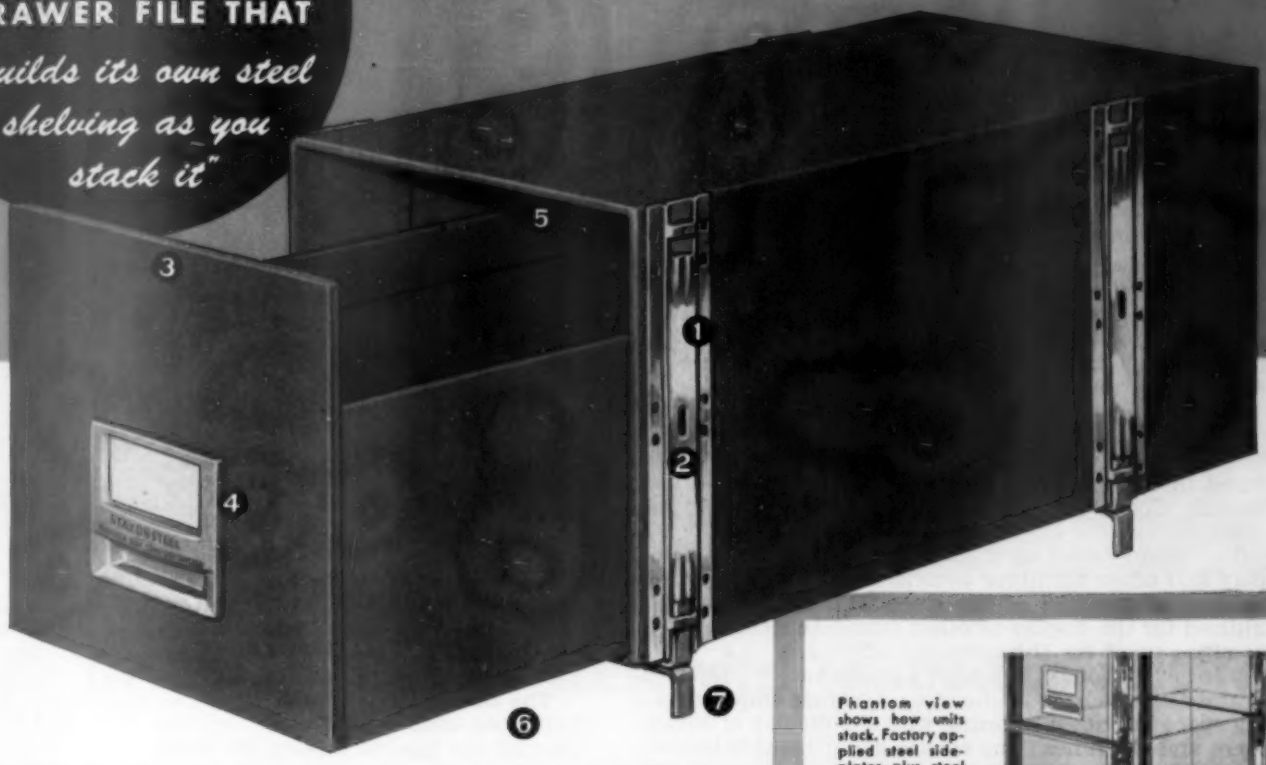
STAX ON STEEL

REG. U.S. PAT. OFF.

Self-Stacking TRANSFER FILES

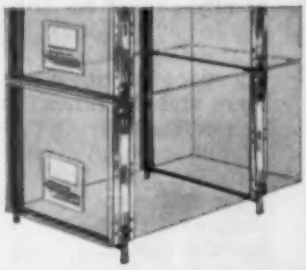
THE ONLY FIBRE BOARD DRAWER FILE THAT

"Builds its own steel shelving as you stack it"



No matter how high you stack them, *each drawer will work perfectly*—no sticking, no bulging. Each unit is complete—yet each becomes part of a sturdy steel structure. STAX ON STEEL files are the *only* drawer files engineered so the steel framework carries all the load with equal support at all four points of weight and strain. Stack 'em high, stack 'em wide—STAX ON STEEL can take it.

Phantom view shows how units stack. Factory applied steel side-plates plus steel stackers bear total weight at four points, assuring free action of drawers.



✓ CHECK THESE FEATURES

1. **Heavy gauge rust-proof channel steel side-plates are factory applied to the sides of each unit. This steel carries the load. Each drawer is free from weight of those above it, assuring perfect drawer operation.**
2. **Each steel side-plate is punched with a key-hole slot for bolting units together side by side. Bolts furnished.**
3. **For added strength a masonite board is used in front and back of drawers. These are covered with the same high grade corrugated fibre board that is used in the rest of the drawer and shell . . . assuring unlimited wear. Finished in fade-proof modern office grey.**
4. **Heavy metal drawer pull holds identification card and is designed with recessed easy-to-grasp handle. Produces neat front office appearance.**
5. **There is a warning "stop" when drawers are pulled out full length. High back keeps drawers level all the way out and prevents tipping even under heavy load. Hand-hold in back panel makes toting easy.**
6. **Shipped flat. Assembles quickly and easily—each making a sturdy, durable file drawer unit.**
7. **Steel stackers on bottom of unit form feet for a perfect sanitary base.**

No. 511 LETTER SIZE

Inside Drawer Dimensions: 12¼" wide, 10½" high, 24" long.

	PRICE, EACH	CARTON PRICE, EACH
ZONE 1.....	4.90	4.70
ZONE 2.....	5.35	5.15
ZONE 3.....	5.60	5.40

PACKED FLAT—6 to MASTER CARTON
Approximate Wt. 48 Lbs.

Unit consists of four pieces: shell and drawer with factory applied steel side-plates, and two steel stackers.

SOLD ONLY ON A MONEY BACK GUARANTEE

BANKERS BOX COMPANY

720 SOUTH DEARBORN STREET
CHICAGO 5, ILLINOIS

New Quarters . . . Remodeled ground floor of a hotel building (upper left) serves as new quarters of the McMullen Office Equipment Co., Spokane, Wash. Shaw-Walker and Leopold furniture is featured in the displays.

Hotel Ground Floor Serves Spokane Firm

A new location is now occupied by the McMullen Office Equipment Company at First & Post Sts., Spokane, Wash. The firm is utilizing the southeast ground location corner of the Davenport Hotel Building, offering approximately three times the space of the former location at 104 S. Post St.

Additional advantages have been gained by the fact that this location is all on one level. Some remodeling was done and of primary importance was the change made in the windows. They are all of the type that permits clearer vision throughout the store from all sides.

The firm has set up a model paneled office for display and office furniture demonstration purposes in a balcony at the rear of the store. This balcony is also utilized for the display of other furniture items as well as office space for the company officials.

The general office is located approximately one-third of the distance back in the store, allowing ample working space but not interfering with the display of equipment and machines. The service department is located immediately behind the office and this permits the firm to have efficient production.

Deep tones of color were used throughout in complete redecorating of the store. The ceilings are in deep green and the walls in gray and maroon. Impressive use has been made of large photographs of some of the firm's recent installations. These are framed in large white frames and they stand out effectively against the deep tone walls. Neon tubing lights the windows. A slanted machine rack has been designed for effective window display.

The owners have found that the new location has increased drop-in trade through the fact that it is a part of the famous Davenport Hotel.

On Display . . . A Leopold desk highlights this display at the McMullen Office Equipment Co.

Chet Penske Joins Harper Manufacturing

Chet C. Penske, assistant sales manager of the Meilink Steel Safe Company, has accepted a new position as vice-president in charge of sales for Harper Manufacturing Company in Maumee, Ohio. This firm is a manufacturer of all types of lock washers.

Mr. Penske states that the decision to leave was a difficult one to make as he had been associated with Meilink since 1938 and had thoroughly enjoyed his relationship with the management under Stanley Akers. He also regrets the termination of contact with many friends in the industry.

The new arrangement became effective January 1. Mr. Penske's home address is 1958 Wellesley Dr., Toledo, Ohio.

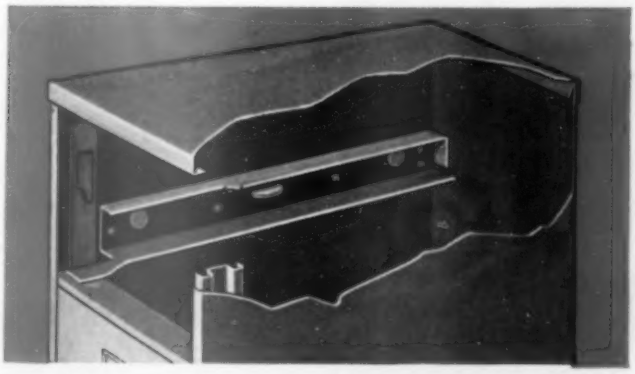
Artistic Desk Pad Appoints Strauss

Artistic Desk Pad & Novelty Company, New York City, has announced the appointment of Nate Strauss as traveling sales representative in the Southeast and Southwest territories, as well as part of the Mid-West.

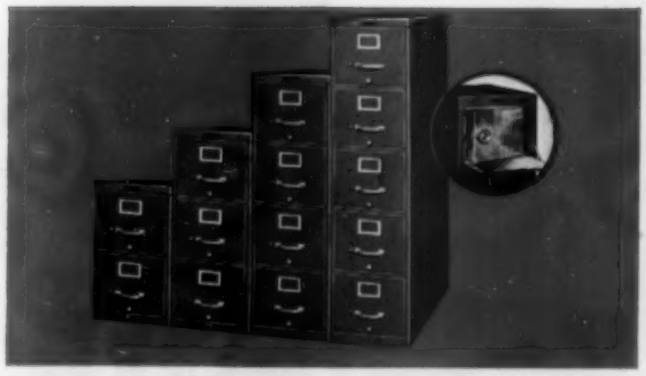
Mr. Strauss has had many years of experience in the industry, particularly in the fields of retailing, marketing, distribution and manufacturing. He plans to do extensive traveling and will call on the established trade at regular intervals.

Build more profits with Invincible Metal Filing Cabinets

Only INVINCIBLE offers these vital construction features



Each drawer channel is spot welded directly to the cabinet side — making side and channel virtually one unit. Provides maximum cabinet reinforcement plus rigid drawer support ...more load-bearing surface—eliminates weave and wobble.



Sell the complete line; desk high, counter high, standard four drawer or five drawer cabinets. Letter or legal size drawer types — with or without lock. Exclusive concealed safe unit also available.

BUILT better to last longer! That's why Invincible metal filing cabinets provide the utmost economy, durability and customer satisfaction. The unique method of reinforcing sides with case channels assures maximum strength and rigidity. What's more, the heavy-duty, cradle-type side suspension combines with ball-bearing rollers to assure smooth, silent roller action at slightest touch. Compressors pull up firmly, lock securely, provide greater usable drawer space.

Stock and display this quality line of Invincible metal cabinets. It means more sales for you! Write for details.

INVINCIBLE

OFFICE EQUIPMENT FOR BETTER BUSINESS LIVING

Invincible Metal Furniture Co. • Manitowoc, Wisconsin

Nick Crain Opens Store in Midland, Tex.

REPORTED BY ART CARROW

Nick Crain has officially opened another store at 318-20 Big Spring St. at Ohio in Midland, Tex. The store will carry the same name as the other two stores in Abilene and Odessa, namely Crain Office Supply Company.

Dick Prather, with 25 years of experience in the office supply business, has been appointed manager of the new store. At one time, he was co-partner and manager of West Texas Office Supply in Midland.

The building has been completely remodeled and contains 7,000 square feet of floor space. It has 13 large plate glass windows on the side facing Big Spring and Ohio Sts. The front of the building is finished in old rose over stucco.

The store proper measures 50 x 100 feet without a post to obstruct the view from the street. Two sides of the building are lined with custom-made fixtures finished in rose cream.

Color is Used Effectively

Primrose yellow is used on the south wall. Hickory brown completes the east wall and a neutral tone is used on the ceiling which has four rows of Slimline lighting 100 feet long. These lights are left on 24 hours a day. The front and north walls are finished in emerald green.

A greeting card rack 32 feet long is placed along the south wall near the front part of the store.

Desks and chairs are prominently displayed in the store, making it possible for customers to select furniture easily.

The firm features a popular coffee bar where coffee is served to customers every day.

The original Crain store was opened in Abilene by Nick Crain 15 years ago. A second store was opened in Odessa five years ago and increased patronage made the opening of the Midland store necessary.

The Midland store counts nine people on its payroll and assures customers fast service.

Lines featured by Crain at Midland are Globe-Wernicke steel equipment, Johnson chairs, Doten-Dunton desks and Stanley Manufacturing Company, and B. L. Marble chairs.

Royal Typewriter Appoints Two at Factory

H. J. Hart, vice-president in charge of production has announced two important appointments at Royal Typewriter Company's factory in Hartford, Conn.

W. F. Lesnewsky, formerly mechanical supervisor department 16, toolroom, has been advanced to the post of manufacturing superintendent. B. E. Magnuson, formerly manufacturing supervisor, has been appointed inspection superintendent.

Mr. Lesnewsky came to the Royal plant with the

W. F. Lesnewsky

B. E. Magnuson

deflector division of the Pratt & Whitney Aircraft Company in 1942. In his new post, Mr. Lesnewsky will supervise all manufacturing departments at the Royal plant.

The Royal factory's new Inspection Superintendent Mr. Magnuson, joined Royal in 1944 as a special investigator. In 1946 he earned the post of manufacturing supervisor, the position he held until his current appointment to inspection superintendent where he will be responsible for quality control in the manufacturing departments.

Booklet Details Swedish Private Enterprise

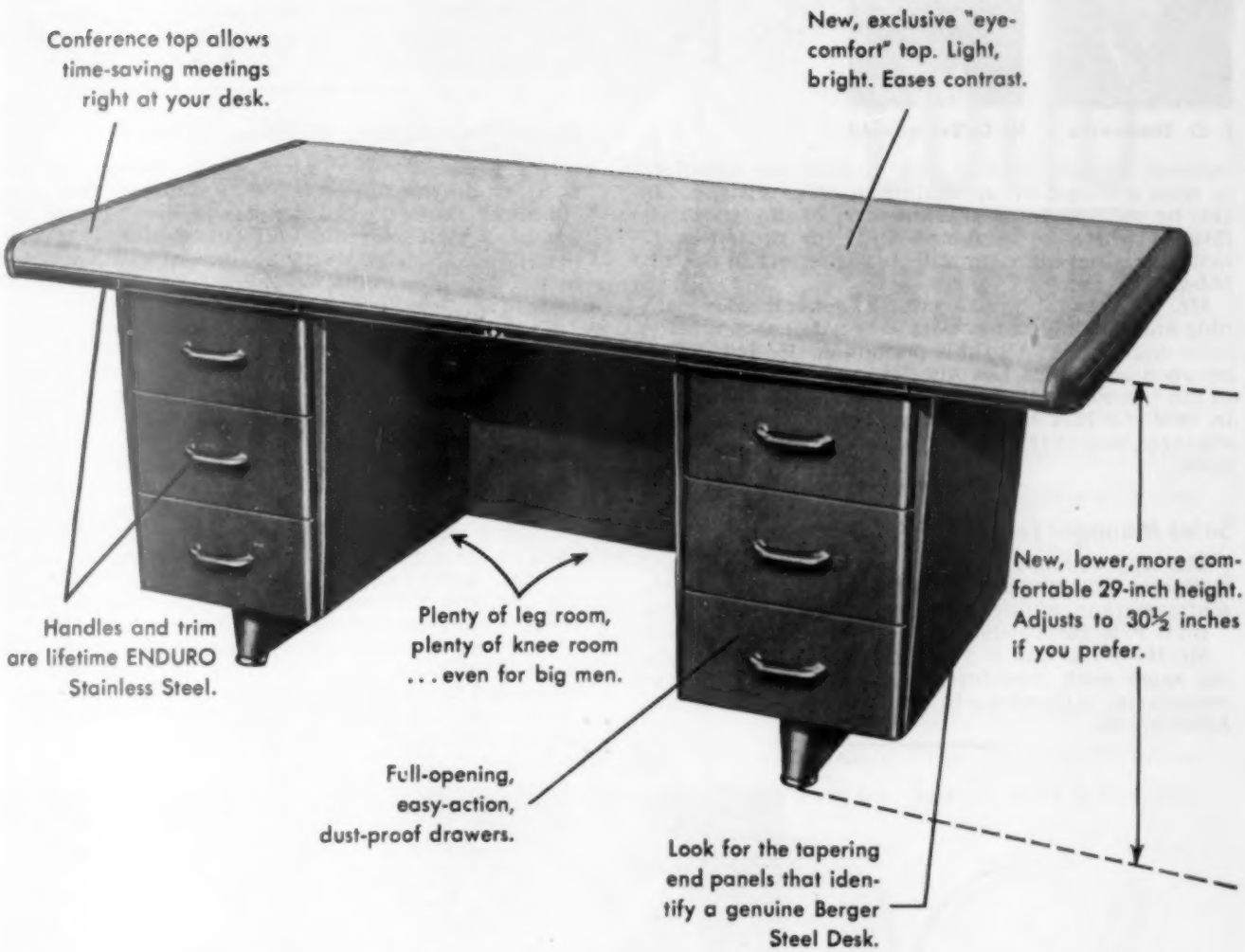
Through the courtesy of Aktiebolaget Galco, Stockholm, OFFICE APPLIANCES has received a copy of "Sweden's Mainspring Private Enterprise." This is an attractive, informative and effective presentation of how citizens of this European nation have forged ahead by their own efforts to set up an admirable living standard.

It's New in Midland, Tex. . . . Exterior and interior views of the Crain Office Supply Co., recently established.

BERGER is telling your customers:

"THIS IS THE YEAR

to replace your outmoded desk with a new BERGER beauty"



ALL TALKING POINTS YOU CAN USE IN SELLING THIS 1953 REPLACEMENT IDEA

REPUBLIC STEEL

BERGER STEEL OFFICE EQUIPMENT ®

Your big competition for desk sales is not the dealer down the street so much as it is every desk that's ever been sold, and is now in use beyond its years. Berger wants to help you sell the idea of replacing all those older desks *now* . . . this year. Berger is talking it up in national ads. Berger has the product that will help get those old-timers out in the alley or into the second-hand store. Let's make 1953 a big year. Stock, display and sell Berger Steel Desks and Tables . . . plus Berger filing cabinets, storage cabinets, bookshelf units. And, join with Berger in talking replacement. Write us for latest information on available dealerships.

BERGER MANUFACTURING DIVISION
REPUBLIC STEEL CORPORATION
1058 BELDEN AVENUE • CANTON 5, OHIO

Underwood Advances Donovan, Turquand

James D. Donovan has been appointed general sales manager in charge of domestic sales of Underwood Corporation, and W. G. Turquand will become assistant to the general sales manager, according to an announcement by L. C. Stowell, president. Mr. Donovan, who has served as the company's eastern district manager since 1945, will have charge of the sale of the company's typewriters, accounting and adding machines and supplies.

Mr. Donovan, who joined Underwood in 1923 as an adding machine salesman, was appointed sales educational director in 1929 and in 1936 was advanced to sales manager of the adding machine division. In 1939 he was appointed sales manager of the typewriter division where he remained until his promotion to eastern district manager with headquarters in Boston, Mass.

J. D. Donovan

W. G. Turquand

Mr. Turquand, who will assist in general sales planning and administration work, was national typewriter sales manager prior to this promotion. He joined Underwood in 1926 at Los Angeles, and was transferred to the typewriter division at the company's home office in 1933. In 1944 he became portable typewriter sales manager, and in 1949 was advanced to direct typewriter sales.

Sales Manager for Miami Addressograph

The appointment of a new manager of sales and service in Miami was announced in December by the Addressograph Multigraph Corporation of Cleveland.

He is P. N. Howe, who comes to Miami from Atlanta.

Mr. Howe has had 15 years' experience in mechanizing paper work procedure for government offices and commercial institutions in San Antonio, Chicago and Atlanta.—JL

W. & J. Sloane Occupies Model Offices in Ultra-Modern Washington Building

Contractor John McShain, noted recently for his remodeling of the White House, is completing Washington's (D. C.) newest and most elegant ultra-modern office building at 1001 Connecticut Ave.

W. & J. Sloane's Washington store has already opened model offices in the building with a decorator from the staff assigned to it. These offices, latest word in modern office decoration, were the scene of a recent reception honoring Builder McShain and the tenants of the building.

The three-room suite of model offices decorated by W. & J. Sloane is modified modern with emphasis on a comfortable, relaxing atmosphere. The spaciousness of the offices is further enhanced by soft sage-green wall-to-wall carpeting and walls of subtle green-grey that respond interestingly to light diffused through miracle-fabric draperies of fibre glass. One office is designed for the "male" executive, the other for the "lady" executive.

Mosler Installs New Lighting System

Because incandescent lamps in old-fashioned fixtures failed to provide adequate illumination for the heavy "desk" and drawing board work involved, Mosler Safe Company invited Sylvania Electric lighting engineers to design and install a new fluorescent lighting system in the new area of its expanded headquarters at 320 Fifth Ave., New York, N. Y.

Shown here is the result of the new lighting system in the banking and export departments. Sylvania CL-242-45 units are used in banking and CL-242 units in export to give a high level of illumination. Fixtures contain two 40-watt Sylvania Warmtone lamps each and are mounted in continuous rows 10 feet apart.

Suspended on stems which allow these semi-indirect type fixtures to distribute light evenly on the ceiling as well as directly down on the work surfaces, the units furnish a maintained level of between 35 and 40 foot-candles throughout. With uniform lighting on the ceilings, harsh brightness contrasts between the ceiling and the fixtures themselves are eliminated and there is more uniform lighting on the work surfaces.

"Our new lighting system makes our office a much more comfortable place in which to work," says Mr. Raymond L. Langfield, engineer of Mosler Company, "and many employees have commented on how much 'cooler' fluorescent lighting is."

New . . . Mosler's fluorescent lighting system gives high-level illumination.

AFTER 25 YEARS

Codo-

STILL TAKES THE.....

LONG VIEW

After 25 years, it is a source of satisfaction to review our growth from a modest beginning to an organization of National scope —

but — each new year presents a challenge for greater and greater achievements — and so

— it will ever be our policy to improve the quality of our product so that we may serve our customers better in every way.

25th Anniversary

Codo-

MANUFACTURING CORP.

FACTORY: CORAOPOLIS, PA.

401 Wood Street, Pittsburgh 22, Pa.
40 E. 40th Street, New York 16, N. Y.
564 W. Monroe Street, Chicago 6, Ill.

"Codo-Quality Qualifies"

Bert Stephens Retires From Firm

Bert W. Stephens, 611 Normal Ave., Normal, Ill., a partner with J. W. Paxton in the Paxton Typewriter Company of that city for eight years and for 30 years identified with the firm, has sold his interest in the office equipment concern and is retiring. He will look after his personal interests and spend considerable time traveling, golfing and fishing.

Mr. Stephens, a native of Hudson, Ill., left his farm 30 years ago to accept a position as a territory salesman for the company, traveling and developing its commercial and school business for 14 years. In 1940 he was called in from the road and made general manager of the company. In 1944 he purchased his interest in the firm.

Mr. Stephens served as president of the Illinois Office Machine Dealers Association and also as a director of NOMDA. He has given time and energy on many committees of both organizations. In 1943 he was chosen to speak on the subject, "Rationing of Typewriters", at the NOMDA annual convention in Kansas City, Mo. For the past 25 years he has been active in the national organization and has devoted much time to the advancement of the dealers' problems.

Sales Champions . . . A. C. Howard (left), president of The Globe-Wernicke Co., presents letters of commendation to Frank S. Brooks (center) and George A. Beiter, winners of the Comfort Ptg. & Staty. Co.'s "Globe-Wernicke Month" contest. Brooks and Beiter won all-expense trips to Cincinnati for turning in top volume sales in their St. Louis firm's G-W filing equipment and supplies promotional compaign.

Royal Portable Representatives Named

W. H. Beckwith, portable sales manager for Royal Typewriter Company, Inc., has announced two changes in his staff of portable district representatives.

Jesse Vanlandingham, who recently returned to the company from service with the U. S. Navy, has been selected to replace George Stimson, portable district representative headquartered in Portland, Ore., who is retiring from the company. Mr. Vanlandingham orig-

John Vero

J. Vanlandingham

inally joined Royal in September, 1949, as district representative in the Rocky Mountain territory where he served Royal portable dealers until 1951 when he was recalled into the Navy.

John Vero, formerly an eastern typewriter dealer, will take over portable representative duties in the northern California and Nevada territory with headquarters in San Francisco. Mr. Vero is filling the vacancy that will be left by the retirement of W. A. Mooers, when he retires on March 31.

Mr. Vero has had 15 years' experience in the selling and merchandising of portable typewriters, and for the past five years has been a top Royal portable dealer.

Florida Firm Is SoundScriber Distributor

R. W. Davidson, vice-president of SoundScriber Corporation, has announced the appointment of Joseph W. Kittinger as SoundScriber Distributor for the Orlando, Fla., territory.

Mr. Kittinger's concern, the Florida Business Equipment Company, is located at 390 N. Orange Ave., Orlando.

This company, under Mr. Kittinger's guidance has a well established record of sales success and excellent customer relations throughout that part of Florida.

All SoundScriber business will be managed by Daniel Weiss.

Esterbrook Display . . . Pictured in a window of the Empire State Pen Shop, Inc., 23 W. 33rd St., New York, N. Y., in the Empire State Building. Esterbrook pen and pencil sets, also desk sets, were spotlighted here during the month of December, 1952.

Not when your customers use STEEL AGE

Tabulating Tray Files!

MORE and more offices are turning to portable tray files to help them handle tabulating cards faster and more efficiently. And Steel Age dealers are ready to meet this demand in stride, for Steel Age pioneered in the development of these work-saving, money-saving files. The entire tray can be lifted out and carried right to the desk or table for fast, efficient tabulating and filing. Constructed with traditional Steel Age quality, these files feature ball bearing suspensions. And their price is exceptionally attractive. ● Write today for illustrated folder on this fast selling Steel Age Tabulating File.

Steel Age

CORRY-JAMESTOWN MFG. CORP., CORRY, PA.

J. J. Leckie of Joseph Dixon Crucible Honored on His Golden Anniversary

The officers and directors of Joseph Dixon Crucible Company on November 13, 1952, tendered a testimonial luncheon to John J. Leckie, advertising and sales promotion manager, pencil products division, on the occasion of his completing half a century of service with the company.

50 Years with Dixon . . . E. M. Cabaniss (left), president of Joseph Dixon Crucible Co., hands a leather memorial book to J. J. Leckie as a remembrance of his 50 years with Dixon.

Letters and telegrams from all over the country poured in on Mr. Leckie, attesting to his reputation in the field and extending congratulations. Among the gifts received was a memorial leather book, given by E. M. Cabaniss, president of Dixon, on behalf of the company, in token of Mr. Leckie's long and outstanding service.

Mr. Leckie has been responsible for many innovations in the advertising and marketing of pencils. He has pioneered in extending the use and the variety of dealer aids. His efforts on behalf of Joseph Dixon have always been characterized by both energy and ingenuity. For example, it was he who conceived the idea of associating Dixon's quality pencil with the name "Ticonderoga" and establishing it in a leading position in the field.

When Mr. Leckie entered the pencil business, very little was known about advertising or sales promotion. He has seen these two things grow from almost nothing to their present highly developed, influential state, and he has contributed many valuable improvements, originated several important developments in pencil merchandising during that time.

Chuck Lee Buys Interest in Colorado Firm

Charles "Chuck" Lee, former sales manager of the Heyer Corporation and later assistant to the president of the Duplicopy Company, has purchased a part interest in an office machine and stationery company in Fort Collins, Colo.

This firm will be known as The Shedd & Lee Company and is located in the heart of Fort Collins at 115 E. Mountain Ave. Mr. Lee asserts that Fort Collins is "The Eden of the state closest to heaven." He expected to take an active part in this firm on or about January 1.

Underwood Corporation Elects Director

Reeve Schley, Jr., has been elected a director of Underwood Corporation according to an announcement made by Philip D. Wagoner, chairman. Mr. Schley, who practiced law in New York, is a director and member of the executive committee of the Howe Sound Company, and a director of The Somerville Trust Company and Brookside Dairy, Inc.

Mr. Schley is a graduate of Yale University and Columbia Law School. Earlier he attended St. Paul's School in Concord, N. H.

R. Schley, Jr.

He serves as a director and member of the executive committee of the Hunterdon County Medical Center, a trustee of the Y.M.C.A. and the Methodist Church of Whitehouse.

Meilink Promotion . . . Illustrated is a window display featuring the Meilink safe promotion in connection with the current showing in Chicago of "The Thief," movie without dialogue starring Robert Milland. This particular display is pictured at the Office Furniture Clearing House but a similar window was set up at Chicago Office Furniture Co., Crown Office Supply, Anderson, Riley & Sava, Spak & Natovich, S. Revzen and C. F. Roth Sales. Dealers made a special prize offer and many prospects for Meilink safes were gained from this promotion.

When You Sell the Popular Priced Repeat-Selling

COSCO QUALITY LINE

Of Office Chairs

You Sell More of All Office Equipment

Ask Any *COSCO* Dealer

MODEL 18-TA

COSCO EXECUTIVE

Only **$47.50***

FULL PROFIT MARK-UP

Designed by Seating Engineers—Adjusts to Everyone...tall, short, lean, stout... by fingertip controls... IN SECONDS!

By giving your customers the good value **they** get in Cosco chairs, **you** get their confidence... **all** their trade. Featuring Cosco, you also win **new** customers...**increase store traffic**...sell more of **all** equipment.

Note these Cosco value features:

Sturdy, all-steel construction • foam-rubber cushioned, saddle-shaped seat • one-piece Form-Flo base • Du Pont "Fabrilite" upholstery • Bonderized, baked-on enamel finish.

Be prepared to cash in on Cosco's big national advertising campaign. Check your stock on the full line.

*$49.50 in Florida, Texas and 11 Western States (Zone 2)

NATIONALLY ADVERTISED **COSCO** Office Chairs

BETTER SEATING means BETTER WORK

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

Model 15-F Secretarial Chair $29.95 ($31.00 in Zone 2)

Model 15-S Secretarial Chair $32.50 ($33.50 in Zone 2)

Model 18-T and 18-S General Office Chairs $42.50 ($44.00 in Zone 2)

Model 20-LA Side Chair $27.50 ($28.50 in Zone 2)

Model 20-L Side Chair $22.50 ($23.00 in Zone 2)

Above . . . Recessed wall spaces are used for attractive display of typewriters at Olsen's Office Supplies, Forest Park, Ill.

Above . . . Proprietor Art Olsen and his wife Esther, secretary of the firm, stand in their refurbished store in Forest Park, Ill. Note use of shadow box displays.

New Front . . . A wide expanse of glass allows in-store display at Olsen's Office Supplies.

Olsen's Office Supplies, Forest Park, Puts a Brand New "Face" Forward

Art Olsen, the hustling salesman of office needs in the western suburbs of Chicago, has recently remodeled his store, Olsen's Office Supplies, 7503 Madison St., Forest Park, Ill.

Specifically, a new front has been provided for this growing establishment but the refurbishment has extended inside the store as well as outside. The augmented display facilities secured through changing of the front of the store include rearrangement of the shelving and the utilization of shadow boxes.

The new brick front encases a wide expanse of glass providing the passersby with easy "eye access", converting the entire store in effect into a showcase. Lines of wood and steel office furniture on the floor are tempting to window shoppers.

Use of shadow boxes and criss-cross shelving makes it possible for Proprietor Olsen to show a maximum of merchandise without crowding and in an attractive manner. This is not a counter-display store but instead one where the displays provide a broad and appealing hint as to what can be purchased through engaging one of the members of the efficient sales personnel in conversation.

Before . . . How the front of Olsen's Office Supplies appeared before remodeling.

Because Olsen's Office Supplies was primarily built by effective outside selling and fast delivery of merchandise the largest percentage of the stock is efficiently arranged on stock shelves in the rear and in the basement of the store. The firm now has put its "best foot forward" in display but the basic selling job is not changed except in intensity.

Discussing his philosophy of the office supplies business with an OFFICE APPLIANCES staff member Mr. Olsen declared, "I believe that the basic fundamental is in learning the business from the bottom up. We are trying to offer a constructive service to the user of office supplies along educational lines instead of just trying to meet the other fellow's price. We try to do a good job in respect to helping office managers, straightening out their flow of work in reference to time, motion and individual problems."

Mr. Olsen spends most of his time out in the territory, a working president and treasurer of the firm. His attractive wife, Esther, acts as secretary and this term covers a multitude of duties, the principal one being to assure smooth operation in respect to filling of orders and handling of in-store business. At the same time she acts as an "unofficial" Chamber of Commerce secretary for Forest Park. Inquiries concerning the whereabouts of the community's Santa Claus suit or the availability of warehouse space fail to disturb her efficient and pleasant business calm.

"Without Esther I just couldn't operate," declares Art in unstinted praise of his helpmate. His outside selling and his extra-curricular activities in the Oak Park Lions Club, presidency of the Stationers Club of Chicago and bowling keep him well occupied.

Aid the operation of the store are loyal employees Marilyn Kemble, Anne Pytel and Henry Sumsky. A perpetual sales contest is operated at the firm and the efforts in exceeding the quota bring extra rewards.

NEW!

ART AND PHOTOGRAPHS

FOR BLUEPRINTS

PAPER STOCKS

SWATCHES

CUTS AND ELECTROS

MAPS AND PLANS

ENGRAVINGS

HEAVY STEEL BLUEPRINT CABINET

LOCKS
Automatic Plunger Type Lock Controlling All Five Drawers—$15.00 Additional

Solidly built of heavy gauge furniture steel. Smooth gliding drawers on ball-bearing rollers, equipped with rear hood and lift compressor in front. 5-drawer units that can be securely stacked to meet your individual requirements. Olive green or Cole grey finish.

	Inside Drawer Dimensions			Outside Cabinet Dimensions				
	Wide	Deep	High	Wide	Deep	High	Price	Shipping Weight
No. 4030—5-drawer unit	37"	25"	2 1/4"	40 3/8"	28 3/8"	15 3/4"	**$112.50**	162 lbs.
No. 30-B Base	7 1/2" high for above cabinet						**16.00**	20 lbs.
No. 4332—5-drawer unit	43"	32"	2 1/4"	46 3/8"	35 3/8"	15 3/4"	**149.50**	245 lbs.
No. 433-B Base	7 1/2" high for above cabinet						**18.50**	30 lbs.
No. 5038—5-drawer unit	50"	38"	2 1/4"	53 3/8"	41 3/8"	15 3/4"	**169.00**	319 lbs.
No. 538-B Base	7 1/2" high for above cabinet						**20.50**	41 1/2 lbs.

Prices slightly higher in Texas, Colorado and West of the Rockies.

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, New York

COLE'S NEW *Concealed* SECRET VAULT

Top index drawer can also be used for cancelled checks.

COLE STEEL EQUIPMENT CO., INC., 285 MADISON AVE., NEW YORK 17,

ACTUAL SIZE LOCK

NOTICE!
Should not be confused with imitations. Actual size of lock shown above (not a "blown-up" picture)... COMPARE!

SAVES TIME... *All your records at your finger tips*

SAVES MONEY... *Prevents pilfering of supplies and tools*

REALLY PRIVATE... *Concealed vault safeguards your valuables*

The "MERCHANTS" File

A heavy gauge steel cabinet containing two ball-bearing letter files, index drawer for 3x5 or 4x6 cards (3200 cap.); 2 adjustable compartments under lock and key; steel safety vault with large vault size dial lock (only YOU know the combination).

32" high, 30½" wide, 17½" deep. Olive green or Cole gray, baked enamel finish.

No. 1370

a low $49.95

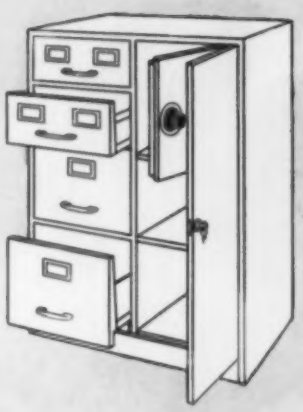
With plunger lock which automatically locks all drawers. No. 1370PL $57.45

The "EXECUTIVE" File

Two ball-bearing letter files. Two adjustable compartments, under lock and key, two index drawers for 3x5 or 4x6 cards (6400 capacity). 37½" high, 30½" wide, 17½" deep. Olive green or Cole gray, baked enamel finish.

No. 1478 ..... $59.95

With plunger-type lock which automatically locks all drawers. No. 1478PL $67.45

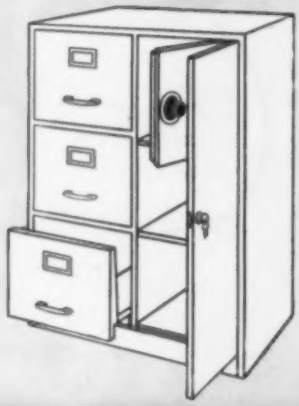


The "DIRECTOR" File

Similar to above except instead of the card drawers a third letter size filing drawer has been added.

No. 1473 ..... $53.95

The above with plunger lock that automatically locks all drawers. No. 1473PL. .$61.45



Grained walnut, mahogany or knotty pine finish $12.50 additional.

Prices slightly higher in Texas, Colorado and West of the Rockies

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS ARE AVAILABLE ON REQUEST

Cole Steel...YOUR GUARANTEE OF QUALITY

wrong way

Records thrown on shelves are hard to find, collect dust and take up 50% more room.

right way

Records in Prontos can be located in a jiffy... stay neat and orderly Doubles your filing space.

transfer to **pronto**

Save money, transfer into low cost Prontos and use your expensive cabinets over again.

. . . for less active files

There is a size made for every office record. These Pronto files are sturdily built of 275-lb. test fibre board, reinforced with steel on the shell and the four corners of the drawers as well. They cost no more than ordinary files! Can be-interlocked into solid units and stacked to the ceiling. Beautiful in appearance, finished in olive green to match your regular office files. Will last a lifetime.

LETTER SIZE $3.55

LEGAL SIZE $4.35

CHECK SIZE $2.40

Prices slightly higher in Texas, Colorado and West of the Rockies

pronto

STORAGE FILES

PRONTO FILE CORPORATION 285 Madison Ave., N. Y. 17, N. Y.

1195

the more you sell the more you lose!

If you're selling equipment that costs $50.00 or less and must be demonstrated—chances are you're losing money on every sale. It stands to reason that dealers cannot possibly warehouse, inventory, demonstrate, sell, and service a piece of equipment in this price range and make any kind of profit. The money just isn't there.

These are facts derived from a personal interview survey of office equipment dealers and stationers, carefully conducted by Weber Addressing Machine Co.

Using the results of this survey as a basis, the company has announced a NEW DEALER PROFIT PLAN with the introduction of its new Model A-3 Addressing Machine with the "automatic name advancer." This revolutionary plan will more than double the dealers profit per unit over previous models. It will be necessary to sell two competitive machines to equal the profit on one Weber!

And remember. There is no other low-cost addressing machine made today that can offer your customers so many exclusive advantages. Find out now about this great new machine and the most exciting profit plan ever announced to the trade. Fill out, clip and send the coupon for complete information.

Weber

Weber Addressing Machine Co.
271 West Central Rd.
Mount Prospect, Ill.

Send me complete information on the new Model A-3 Weber Addressing Machine and the New Dealer Profit Plan.

Company.....

Individual.....Title.....

Address.....

City.....Zone....State.....

Victor Attains Millionth Machine Goal

In these days of record numbers of 70-billion-dollar budgets, a public debt of over 263 billions, jet plane speeds of 1,000 miles per hour and more, it seems only proper that an adding machine should be put to the test of tall figuring, too.

And, that's exactly what the Victor Adding Machine Company of Chicago intends to do in celebration of its millionth machine, just produced.

Approved . . . It's evident the millionth Victor adding machine meets with the approval of (left to right) Carl Buehler, executive vice-president; Jo Hoppe, current "Miss Chicago" who was named "Miss Millionth Victor" and A. C. Buehler, Jr., vice-president. The machine is on display in the Chicago plant and is currently running an endurance test to see how high an adding machine will count before repairs are needed.

This is a record in itself, according to A. C. Buehler, Victor president, who said he believed that this is the first time that a company manufacturing adding machines exclusively had attained the millionth machine goal.

In a breakdown test conducted in full view of the public, Victor will come up with the answer to how high an adding machine will count before repairs are necessary.

The "millionth" Victor, rigged with an automatic counting device to tally the number of operations the machine makes, started on the long count December 10, 1952.

The electric machine will count 174 operations per minute. It will be in operation eight hours per day, six days a week during the test.

Prominently displayed in the showcase in the reception room at the factory, the "millionth" Victor will be seen by all visitors and salesmen, who are invited to predict the number of machine operations tallied before the machine stops.

It was in 1947 that Victor first claimed to be "the world's largest exclusive manufacturer of adding machines." Since then, nearly half a million machines have been sold throughout the world.

The unprecedented demand for speedy, efficient figuring machines has been caused by the great increase in taxes since the last war. "Today," Mr. Buehler said, "the adding machine is as common and necessary as the telephone, whether on the executive's desk or on the counter of the corner grocery store."

Director of advertising, Fred G. Hulburd, stated that Victor's 1953 magazine ad budget will be the largest in the company's history. Full-page, in both black and white and four-color, will be used each month in the *Saturday Evening Post* and half-page black and white in *Colliers* on a 12-time schedule are planned. All ads will feature the "one millionth" theme.

Appoint Supreme Steel Products Official

William Eisenbaum has been appointed executive vice-president of Supreme Steel Products, Inc., Maspeth, N. Y., it was announced recently by Martin Pollack, president.

Mr. Eisenbaum will assume control of sales, production and advertising for the firm's entire line. Plans for 1953 call for expanded production and advertising as a result of enlarged plant facilities and additional equipment.

William Eisenbaum

Supreme Steel Products, Inc., manufactures steel storage cabinets, lockers, parts bins and shelving.

Explosive Selling . . . Jack W. Coleman of the Coleman Office Supply Co., Wichita, Kans., wanted to demonstrate that there was more to one of The Globe-Wernicke Co.'s Streamliner steel desks than just an eye-pleasing exterior. So he "exploded" one of the Soundguard models in his show window as pictured and created plenty of sales appeal for customers seeking appearance-plus in their offices.

Even with 8 Hands Could Sitatãpatrãparãjitã Have a Finger in So Many Pies?

● Meet the goddess of Tibetan mythology—three-headed and eight-armed. Quite a versatile gal, according to ancient lore.

Now Meet Mr. Lyon Dealer

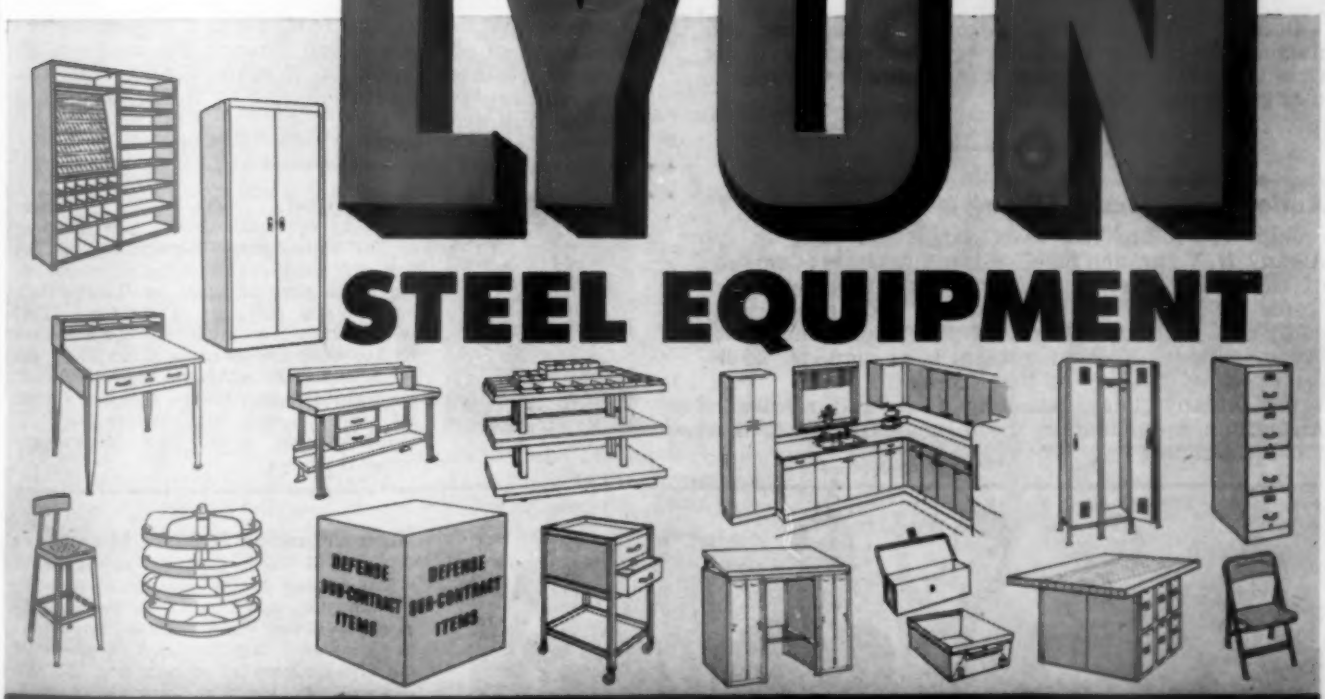
He spots the goddess two heads and six arms and still matches her versatility. Here's why—

● Lyon Steel Equipment Dealers serve virtually every segment of business and industry—with a diversified line of products totalling more than 1500 standard Lyon items. (A few typical products are shown below.) Factories, shops, warehouses, offices, churches, clubs, hospitals, homes—Lyon Dealers serve them all.

This advertisement and others like it are appearing in Newsweek, Business Week, and leading trade publications, month after month. With so many products to sell to so many different markets . . . and with this kind of advertising support—is it any wonder that Lyon Dealers sell thousands of dollars worth of steel equipment every month of the year?

FACTORIES IN... AURORA, ILL.—YORK, PA. **LYON METAL PRODUCTS, INC.**
General Offices: 228 Monroe Avenue, Aurora, Illinois

LYON
STEEL EQUIPMENT



A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving	• Kitchen Cabinets	• Tool Toters	• Economy Locker Racks	• Display Equipment	• Filing Cabinets	• Service Carts	• Tool Stands
• Lockers	• Cabinet Benches	• Bar Racks	• New Freedom Kitchens	• Flat Drawer Files	• Folding Chairs	• Sorting Files	• Shop Boxes
• Stools	• Storage Cabinets	• Tool Boxes	• Toolroom Equipment	• Revolving Bins	• Work Benches	• Drawer Units	• Tool Trays
• Bin Units	• Drawing Tables	• Parts Cases	• Wood Working Benches	• Hanging Cabinets	• Bench Drawers	• Hopper Bins	• Shop Desk

Sheaffer Pen Lists Executive Changes

Four major executive promotions in the sales and advertising departments of the W. A. Sheaffer Pen Company were announced December 17 by Craig Sheaffer, president. All became effective January 1.

C. J. Kjorlien, sales manager of the W. A. Sheaffer Pen Company of Canada, Ltd., since 1947, was named general sales manager of the parent company at Ft. Madison under R. H. Whidden, sales vice-president.

Mr. Kjorlien, a native of Fargo, N.D., joined Sheaffer in 1940 as a special salesman in Wisconsin and northern Illinois after his graduation from Concordia College.

Promoted . . . Recently elevated in positions at W. A. Sheaffer Pen Co. are (left to right): Don A. Reed, advertising manager; C. J. Kjorlien, sales manager; F. E. Troy, sales manager of Fineline division, and Clyde Everett, sales manager at Ontario plant.

Succeeding Mr. Kjorlien as sales manager at the commany's Malton, Ont., Canada plant is Clyde Everett, formerly southern district sales manager of the parent company. Mr. Everett, a native of Colfax, Iowa, joined the company at Ft. Madison in 1947 in the commercial division and served as assistant district manager in retail sales and as assistant to R. H. Whidden before being appointed southern district sales manager earlier this year.

F. E. Troy, who has been merchandising manager, was appointed sales manager of the company's Fineline Division "in order that more executive emphasis and effort be devoted to the Fineline division of the company."

Don A. Reed, assistant advertising manager, was named advertising manager of the company under Grant F. Olson, vice-president in charge of advertising, foreign service and defense.

Audograph Names Albany Manager

John J. Phillips has been named manager of the Albany, N. Y., branch office of the Audograph Company of New York, distributors of Gray Audograph electronic "Soundwriting" dictation and transcribing equipment. Announcement of the appointment was made by James K. Byrd, general sales manager of the Audograph Company of New York.

The Albany office, handling sales and service of Audograph equipment in the metropolitan area, is at 170 Washington Ave.

Sales Manager . . . H. M. (Don) Anderson has been appointed sales manager of the Diebold, Inc., Flofilm division, in charge of all sales of the company's line of microfilming equipment. He will be located at the Diebold general office in Canton, Ohio. Mr. Anderson has been manager of the Diebold branch office in Pittsburgh, Pa., for the past seven years and previously was a sales representative in Cleveland.

Modern Industry Reviews Computer Progress

"Computer Progress—What It Means in Design Control" is the subject of an informative article appearing in *Modern Industry* December 15 issue.

This is a follow-up of a report made three years ago by the magazine on the "mathematical wizards." Reviewing progress made since, this is the conclusion:

"Electronic computers—the 'mathematical wizards'—are moving out of the big laboratories and military installations and heading for everyday industrial use. In the past three years, they've tackled—and solved—problems in process control and product design. They've handled accounting and personnel records. They've done a variety of special jobs. . . There's no doubt about the potentialities of computers."

In conclusion is quoted W. B. Worthington of Hughes Aircraft Co., who told the AMA Office Management Conference:

"Aim at electronization; sell mechanization and apply scientific management principles. . . Accept the assumption that within five or 10 years most clerical routines will be done by electronic means . . .and build your organization and methods accordingly."

Industry Men Elected to Controllers Institute

David W. Chappuis, controller, Marchant Calculators, Inc., and John E. Scully, vice-president and treasurer, Bostitch, Inc., have been elected to membership in the Controllers Institute.

Established in 1931, the Institute is a non-profit organization of controllers and finance officers from all lines of business—banking, manufacturing, distribution, utilities, transportation and so forth. The total membership exceeds 4,000.

Appointed . . . John V. "Pat" Spellman has been appointed as the new manager of the mimeograph department of The J. K. Gill Company, Portland, Ore., according to an announcement by George Halling, general manager of the firm. "Pat" is well known on the Pacific Coast where he has been district sales manager for the A. B. Dick Co., which he joined in 1933. He replaces Ron Mundigel who has started his own company in Spokane—the R. J. Mundigel Co., A. B. Dick Mimeograph Supplies.

Name Monroe District Managers . . . Sam S. Smith, manager of the dealer sales division of the Monroe Calculating Machine Co., has announced the appointment of seven district managers in the newly-formed organization. Members of the division from left to right are: SEATED—Bryant M. Harroun, Newark; Sam S. Smith, sales manager; William B. Rohrbach, training director; STANDING—Theodore Love, Los Angeles; William J. LiVolsi, Chicago; Edward H. Phelps, Des Moines; William L. Fisher, Louisville; Stewart B. McIntosh, New York, N. Y., and Harvey S. Fields, Dallas.

Theodore (Ted) Yaple of the Harry L. Morgan Co., Exclusive "Y and E" Agents in Columbus, Ohio

"Here's how I turned a $25 order into a $4,000 sale"

That's right. I made a regular order for office supplies into a $4,000 sale by taking that opportunity to mention "Y and E"'s complete line of desks.

I'd been trying to sell this firm desks for years. I was writing up one of his regular filing supplies orders, when I noticed that he had changed around his transcribing department. Same old conventional typewriter desks, but arranged differently.

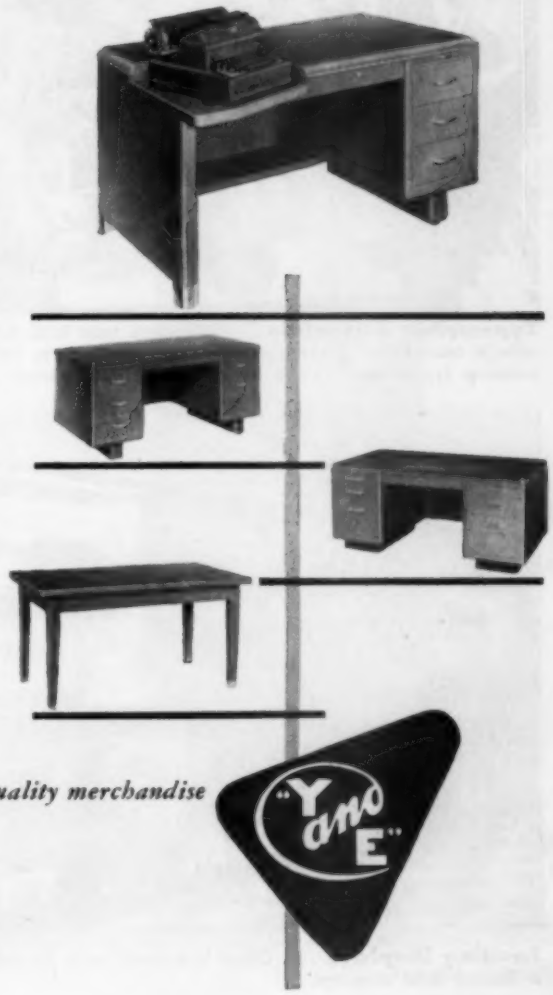
"Mr. Miller," I said, "we've got an All-Purpose Machine Desk that would make your transcribing department really efficient. It's a typewriter desk built so that the operator always faces forward . . . lighting can be designed for the best effect at *all* times. Her work is always in front of her, and her supplies are at her side, not in back of her.

"The well takes any standard typewriter, and is built rigidly to reduce vibration . . . also drilled for electrical wiring.

"Not only do the girls work more efficiently with this desk, but they appreciate the wide, shielded knee space and comfortable leg room."

He liked the idea, looked at our floor model . . . and that week bought 3 of our desks. Within a month, every typist was using a 6600-03 FBL Desk, and "Y and E" desks became standard for replacements. I'd sold up a regular customer into a $4,000 sale . . . thanks to "Y and E" having a complete line of specialized and general-use desks.

The complete line of "Y and E" desks which includes this exclusive *special* design . . . is only one reason you'll find the "Y and E" franchise means more profit for you. Tough "Y and E" desks are built for wear, built to give satisfaction—and this means *more* business for you.



The franchise that means quality merchandise

Also Makers of Quality Filing Systems and Supplies

YAWMAN AND ERBE MFG. CO.
1015 Jay Street, Rochester 3, N.Y., U.S.A.

Stockwell & Binney Invites Customers . . . Commercial stationery (left) and office equipment and supplies (right).

Typewriter Attraction . . . Students from high school and college commercial classes exhibit great interest in new model portable typewriters at the Stockwell & Binney store.

Stockwell & Binney Firm Marks Progress By Further Expansion of Store Facilities

The firm of Stockwell & Binney, dealers in office machines, office equipment, and office systems, has just completed another of its frequent expansion moves; this time at Pomona, Calif., where its branch store was moved in October, 1952, from 364 E. Second St., to a modern, completely remodeled and redecorated building at Third and Thomas Sts.

The new building has 5,000 square feet of floor space and represents the second move in Pomona within a five-year period; in each instance to larger quarters in order to accommodate an increasing volume of business.

In January, 1951, this firm opened a 30,000 square-foot combined show room and warehouse in San Bernardino, which represented an addition to its large store in the center of town. The opening of the showroom was heralded by an Inland Southern California Business Show, the largest of its type ever held in inland Southern California.

Capitalizing on the great interest exhibited in the newest and most efficient of business machines in the market today, another Inland Southern Business Show was arranged in connection with the opening of the Pomona store. It was the first show to be held outside of the Los Angeles area this year.

Stockwell & Binney regard the business show as an important means of attracting prospective buyers, as they have opportunity to select from the large number

Inviting Displays . . . Office machines (left). At right is a view of self-service type of fixtures used along walls and for Stockwell & Binney floor displays.

The Best

Somebody's product must be the best in every field. In office equipment, nothing so clearly shows how completely superior is A·S·E equipment as a point by point comparison with all others made. In beauty, strength of construction, and efficiency of function, A·S·E equipment stands at the top in any fair appraisal. There never has been and never will be any compromise with the standards that keep A·S·E the top quality equipment in all the world.

A·S·E Storage, Combination, and Wardrobe Cabinets. A variety of sizes and styles.

The famous A·S·E Line of Desks and Tables is unexcelled for convertibility and flexibility.

A·S·E Files are made in a size or style for every need—all the finest in their class.

ALL-STEEL EQUIPMENT INC.

600 CLEVELAND AVENUE AURORA, ILLINOIS

of machines and devices assembled in one showroom the types which will best suit their particular needs.

In the area of the store which will later be used to display modern and beautiful office equipment, the Inland Southern California Business Show was held. Exhibitors lines which are distributed exclusively by Stockwell & Binney in this area were: The Royal Typewriter Co., the Victor Adding Machine Co., the A. B. Dick Co., the Shaw-Walker Co., Uarco, Inc., Stow-Davis Furniture Co., The General Fireproofing Co., Mosler Safe Co., Standard Furniture Co., W. H. Gunlocke Chair Co., Old Town Ribbon & Carbon Co., Durham Manufacturing Co., Edward Barry Co., Eaton Paper Co., Alma Desk Co., Victor Safe & Equipment Co., and High Point Chair Co.

Others Are Exhibitors

Other exhibitors were the Auto-Typist Company whose machine requires less than one-third of one typist's time to produce from 150 to 200 letters per day; the Ralph C. Coxhead Corporation, featuring the Varityper; the Dictaphone Corporation displaying the Dictaphone Time-Master; the McBee Company exhibiting the Keysort, Unit Analysis, Waxspot, and the Collating Writing Board; the National Cash Register Company, which demonstrated the newest accounting machines; Pitney Bowes, Inc., with all types of mailing equipment.

During the two-day opening period, October 24 and 25, 1300 persons visited the store. Careful plans had been made for them well in advance of the opening. Visitors were divided into three groups—business executives, students, and the general public.

The same general plan was followed with regard to all visitors. Store and company executives were at the door to greet individuals and groups as they entered, and to call attention to the general layout of the store. As visitors arrived they were registered for prizes.

During the second week of the grand opening, there were special promotions on selected items of general appeal, and those who purchased Paper Mate pens could have their name put on in gold letters without cost. There was a big special on Royal Portable typewriters during a portion of the week.

Let us see what the visitors saw with regard to the general layout of the store:

There are four general areas. First, general supplies of many kinds, and in this department the firm of Stockwell & Binney has demonstrated its faculty of being alert to see and grasp the possibilities of expanding business while the service to the customer is increased. Self-service type fixtures have been used to provide open display of stationery, both business and social, all types of small supplies common to an up-to-date stationery department, a complete line of Hallmark greeting cards, scrap books, and Bibles, including the revised version, to mention a few of the items on open display.

Equipped for Self Service

It is believed that this is one of the first stationery and office equipment stores in the country to make a complete installation of self-service fixtures, according to Mr. Binney, who had just returned from the NSOEA convention in Chicago. From these open displays the customer may see prices and what is available, and make his own selection. Sales people will be readily available to assist customers, but the open display units will make buying of supplies easier, faster, and more enjoyable with a minimum of clerical assistance.

The second area of the store will be devoted to a complete engineering department, representing Eugene Dietzgen tools.

The third area of the store, which was the portion occupied by the exhibits brought in by the Inland Southern California Business Show, had experienced salesmen and demonstrators stationed at each center of interest to distribute information concerning their products. This space will be used by the firm to display modern and beautiful office furniture, as well as different types of office equipment.

Last, but by no means of least importance, is the office machine repair shop manned by factory trained mechanics. This department where expert mechanics overhaul, rebuild and maintain business machines is a feature of every Stockwell & Binney store. The mechanics were asked to plan their own room, and the result is a workroom that represents the acme in convenience and utility.

From 3 to 120 Employees

Twenty-six years ago the firm of Stockwell & Binney had one store with three employees; today it has a large store in San Bernardino plus its 30,000 square foot showroom and warehouse, and branch stores in Riverside, Indio, and Pomona, Calif. It has a total of 120 employees.

What are the reasons for this expansion?

First, location of their stores in market centers which have growing commercial and industrial potentialities.

Second, the choice of equipment of proven merit and durability.

Third, a jealously-guarded reputation for integrity and fair dealing with all customers.

Fourth, consistent advertising. The firm advertises consistently in the newspapers of Pomona and Ontario —the *Progress-Bulletin* of Pomona, and the *Ontario Daily Report* in behalf of the Pomona store. For example, the *Progress-Bulletin* of October 24, 1952, carried three full pages of advertising, and within the ten days devoted to the grand opening carried a total of seven full pages of advertising on general lines and office machines. A regular schedule of newspaper advertising is run in the key towns. A similar policy is followed at other locations.

Take Interest in Community

Fifth, a close identification of the business itself and all of its employees with the community. For example, all nine of the Pomona store employees reside in the community and are interested and active in community development—a significant factor in the growth of a small-city business. They belong to its service clubs, its churches, its Chamber of Commerce. Their children attend its schools.

Employees at the Pomona store are: Ted Binney, district manager; Frank Binney Jr., store manager; Fred Wittry, manager of store machines; Warren Buirge, store salesman; Lyman Salisbury, outside salesman; M. B. Goforth, outside salesman; Philip Cook, foreman of office machine repair shop; Kenneth Cook, serviceman, and Mrs. Winifred Irish, secretary.

And how are the firm's relationships reflected in its operations?

Mayor Alan G. Orsborn was the first to use the key to open the new Stockwell & Binney store and to congratulate its personnel; great numbers of beautiful baskets of flowers were sent by neighbors in business and wholesalers in honor of the occasion, and many types of businesses have turned to this firm for new office installations.

To give some idea of the scope of the business fields which have recently been, or are now being served in Pomona or near-by towns through installation of new furniture or other equipment, there are three insurance companies, a college library, a college gymnasium, a building and loan association, a savings and loan association, a poultryman's cooperative, a steel construction company, a telephone company, a state college, an agricultural dealer, a manufacturing company, two doctors' offices, a lumber company, an electric power company, and a bank.—LEM

Smith-Corona Takes New Quarters

The L. C. Smith-Corona Typewriter Company has moved into its recently completed building at 1130 St. Charles Ave., New Orleans.—JHR

UNITED AIR LINES wrote the words to describe their satisfaction with Globe-Wernicke Techniplan Engineered Modular Office Equipment in their executive offices at Chicago Airport, and mentioned "probability of adoption broadly throughout our system."

SPACE SAVING problems are fairly common these days. Like other Techniplan users, United Air Lines solved the space problem, but also experienced other important advantages.

PRIVATE and semi-private offices are available with Techniplan interchangeable partitions, require no extra space. And *every worker* is provided with increased working surface.

HIGH MORALE is another attendant benefit usually reported by Techniplan users. Office workers perk up with Techniplan convenience-efficiency.

FINE APPEARANCE fits Techniplan equipment for installations exposed to public and business visitors—a proud, modern, tasteful harmony of smooth lines and color.

STEEL OR WOOD Techniplan—choice of equipment for any office requirement—all modular interchangeable units, interlocking, with or without partitions, and readily rearranged at will, without special tools or skill.

ASK FOR FACTS about Techniplan from your Techniplan dealer, listed in your classified telephone directory under "Office Equipment." Or make request on your letterhead directly to Globe-Wernicke.

This book gives comprehensive description of Techniplan modular equipment and its application. Write Dept. 1-OA.

Engineering Specialists in Office Equipment, Systems and Visible Records

Cincinnati 12, Ohio

EVER CASH IN ON A STORM?

Now's the time to do it. G/W TECHNIPLAN Engineered Modular Office Equipment has taken the business world by storm! TECHNIPLAN has touched off this big office modernization market! Practically every company is a prospect; each office can be a sale!

The ad on this page is a case in point. It illustrates where sales come from. Read how the United Air Lines people used TECHNIPLAN to solve their problems. This is only one of hundreds of examples—TECHNIPLAN'S application are virtually unlimited—*likewise your sales opportunities.* Space problems, office modernization, new quarters, new construction are a few of the sales potentials that exist today for G/W TECHNIPLAN equipment.

This and many other G/W advertisements are helping to discover prospects by telling case history stories of TECHNIPLAN advantages to millions of readers—your best prospects—through BUSINESS WEEK, NEWSWEEK, MANAGEMENT METHODS and other magazines. This develops new customers for you by informing business firms that TECHNIPLAN will overcome their growing pains.

As you know, advertising cannot do the entire job alone. It creates the interest, but *you must clinch the sale!* Back up this promotion with concentrated selling effort. . . display G/W TECHNIPLAN Modular Equipment . . . have your salesman demonstrate the many advantages . . . call attention to how well TECHNIPLAN fits prospects' expansion and improvement plans.

You need to make calls, calls and more calls to get your prospects; to make those sales; to cash in on the big business "storm"—*office modernization!*

Cordially,

Elmer G. Rahe
Vice-President-Sales
Globe-Wernicke

New Manager for Diebold St. Louis Branch

R. L. Denick has been named manager of the St. Louis branch of Diebold, Inc. He came to Diebold in 1949 as a salesman in the Newark, N. J., branch. In

R. L. Denick

1951, he was transferred to Washington, D. C., as a salesman and assistant branch manager. Early this year, he was transferred to Diebold's Chicago branch as assistant branch manager in charge of protection equipment sales.

Before coming to Diebold, Mr. Denick had worked as a salesman for General Electric and as civilian liaison representative for the Veterans Administration office in New York.

Promote Pen Repairs in Rochester, N. Y.

Pen repair business is promoted with consistently good results at Scrantom's stationery store, Rochester, N. Y., through periodic newspaper ads which give details of the store's repair service.

Caption on the ads reads: "Take your pen troubles to Scrantom's Pen Doctor."

Copy continues: "The Pen Doctor will overhaul your pen to make it write like new, and while your pen is being repaired, we loan you a pen free. Here's what your pen doctor will do:

1. Clean all parts.
2. Put in new sac.
3. Reset point.
4. Remove scratch.
5. Adjust flow of ink.
6. Check for leaking.
7. Tighten clip.
8. Simonize barrel.
9. Refill with clean, fresh ink.

The complete overhaul job is offered for 85 cents.—GET

Appointed . . . W. L. Harrington has been appointed assistant general sales manager of Boorum & Pease Co., effective January 1. Mr. Harrington has been associated with the company since graduating from Yale in 1935, except for two years in the Navy. For the last six years he has been assistant to the eastern sales manager.

Office Equipment Firm Launched in New York

This Changing World, Inc., office equipment, furnishings and so forth, has been incorporated with a capital stock of $100,000, with 1,000 shares preferred $100 and the rest common at $0.01. Directors are: Ruth Jones, Clara Napper and Annette Birnbaum, whose addresses are given as 160 Broadway, New York City, N. Y.—EEG

W. C. Clegg, Jr., Elected Company Secretary

William C. Clegg, Jr., has been elected secretary of the Clegg Company to succeed the late W. F. Sibert. He is the third generation of the Clegg family to hold office in the company. His father, W. C. Clegg, Sr., is general manager at San Antonio, Tex.—JHR

Parker Uses "Idea Exchange" Plan

A radically new "idea exchange" plan enabling idea originators to share 50-50 with the company in any savings accruing from their suggestions has been introduced at the Parker Pen Company. The idea exchange differs from the time-honored suggestion system in that cash is awarded on a formula basis, and according to company spokesmen, the "sky is the limit."

Parker, which has never had a strike in 65 years of operation, feels that the move is a step toward cementing employee relations, as significant as the firm's elimination of time clocks a year and a half ago. Willis Rabbe, vice-president in charge of manufacturing for the pen firm, said that while the plan "is keyed to human relations, it is expected to provide employees with stimulus to advance ideas to improve the company's competitive position and cut production costs at the important workbench level."

Rising production costs constitute one of industry's major problems, according to Mr. Rabbe.

The originator of any accepted idea for which direct savings can be calculated will be awarded 50% of the first year's anticipated savings, minus the cost of putting it into operation. Ideas to be submitted may relate to improvement of quality and performance of Parker products, new products, reduced costs, improved customer service, improved merchandising practices, ideas to save time or reduce costs of office procedures, or any ideas which can strengthen the business and employment.

Diplomat Envelope, Subsidiary of Saxon Paper, Opens in Long Island

Diplomat Envelope Corporation, a division of Saxon Paper Corporation, will open for business on January 1, 1953, at its premises located at 23-23 Borden Ave., Long Island City 1, N. Y. A modern warehousing system designed for speed and accuracy will facilitate the handling of the more than 65 million envelopes to be carried in stock.

A printing department with modern equipment will turn out quality work on all orders for printed stock and a new departure in the field, a price book containing prices for printed as well as unprinted envelopes of all grades, will be mailed upon request.

Two Royal Portable Agents Retire

Two Royal portable district representatives, both with long and successful careers behind them, have announced their decision to retire from active service with Royal Typewriter Company, Inc., it has been revealed by Portable Sales Manager W. H. Beckwith.

George Stimson, who has been with the company in the portable division for 30 years, is retiring from the post of portable representative with headquarters in Portland, Ore.

W. A. Mooers, formerly portable district representative serving dealers in the northern California and Nevada territory, will retire on March 31 after 15 years with the company. Mr. Mooers' headquarters were in San Francisco, Calif.

Marchant Opens Larger Office in Cincinnati

Edgar B. Jessup, president of Marchant Calculators, Inc. has announced the opening of a new and enlarged district office in Cincinnati, Ohio.

The new office was made necessary, said Mr. Jessup, by the growing demand of business and industry in the Cincinnati area.

Michael T. Kabealo will serve as agency manager and Robert J. Oswald will direct service activities.

The Cincinnati headquarters are located at 8349 Vine St.

KENMAR

World's Largest Manufacturer of Plastic Upholstered Furniture Now Offers a Complete Line for Offices, Institutions, Hotels, etc.

This complete 8-page full-color catalog appears in the February Index Issue of *Office Appliances*. For full details on dealer franchises, plus list prices, write:

Sales Department
KENMAR MFG. CO.
EAST PALESTINE, OHIO

KENMAR MFG. CO. • EAST PALESTINE, OHIO • OTTUMWA, IOWA
In Canada • **NEVER-SAG UPH., TORONTO • CIMON LTD., MONTREAL**

TIFFANY TOPS...

Easier on Office Workers

TIFFANY... TOPS

for Value to Management!

This office machine stand has everything. A deburred-edge angle and channel steel construction affords sturdiness found only in Tiffany Stands. The exclusive open top design means freedom from distracting noises and vibrations. Heavy metal foot castings that cover the casters give a firm base . . . help prevent accidents. No wonder so many people prefer Tiffany.

Available with extra drop leaf on right side.

TIFFANY
STAND CO.
7350 FORSYTH • ST. LOUIS 5, MO.

Don't Let Incompetents Damage Your Business

(Continued from page 19)

who said to me: "Give me the young fellow who is careful in his habits, courteous in manner, and willing to be taught and directed, and I'll feel that I can afford to invest some time and effort in developing him for my purpose even if, perchance, he hasn't an electric brain in the sense of outstanding intellect."

"My preference is the ambitious fellow who is long on common sense even if he is, perhaps, short on education—the abstract kind, you know. The best salesman in the office appliances salesroom knows his goods to the smallest detail, has the proverbial way with people, and knows the power of smiles and friendliness in neutralizing sales resistance.

"I notice that he is always eager to learn all he can about every new specialty or machine that comes into the stationery and office machine field. He studies that new appliance or product from all angles, but especially from the standpoint of its benefits to the man who is to buy it. When, therefore, my customers ask this fellow specific questions about the uses, the operation, the construction, or the care and maintenance of certain office sundries and appliances, they receive immediately definite and correct information. They're not answered with foggy generalities and a blank look. Yes sir, in the office appliances trade, you've simply got to have *adequately trained men* in order to sell your merchandise and insure the fullest buyer-satisfaction in all transactions."

There is always plenty of fact-and-figure material available to the resourceful salesman when he finds dynamic argumentation necessary in dealing with economic objections to the cost involved in large-scale office equipment installations.

True—the machines, furniture, and fixtures required for a complete transformation of all the offices of any large establishment—the 100% efficiency engineering of all its office systems, forms, and methods—*does* involve considerable money, but all this equipment is long-lived and is an investment in *protection* as well as in *production* though not generally thought of as such.

Can Argue for Machines

The enterprising salesman, who himself has an adequate realization of the truth, may well argue that, in a very real sense, the security and value of all other phases of his client's business depend very largely upon the quality and adequacy of the machines and appliances with which the offices of the firm are equipped.

There is nothing new in designating the complete, full-line office machines and office furniture establishment as the virtual "department store" of all the administrative forms and tools of business. That statement falls far short of adequate expression of the basic importance of the stationery and office machines industry in the social and industrial activity of the world.

Office records—the product of office machines—are the safety valve of the financial operations of every type of business. The salesman can emphasize that all the office accessories and mechanical devices for recording and controlling the operations of modern business—whether industrial, mercantile, or professional—produce the records that check on profits. Thereby, they verify the plus or minus of investment enterprises and make secure the economic phases of business administration by charting the safe course in financial planning. He may well ask the challenging question: "What equipment could ever be any more important that *that?*"

I have known some large firms in which office employees comprised nearly 20% of the total work-force,

PEERLESS IMPERIAL

Empress Nylon

NOW GETS NEW EXCITING

PACKAGE APPEAL

In line with PEERLESS IMPERIAL'S aggressive promotion, EMPRESS Nylon now comes to you in attractive new dress. The new package will intrigue the eye of your customers and instantly identify the nylon ribbon that has won respect and approval from coast to coast.

CHECK THESE FEATURES •

- ***Sharper, clearer impressions.***
- ***Longer wear—hence, less expensive.***
- ***Produces sharper, cleaner carbon copies.***
- ***Permits easier and neater erasing, because of the exceptional sharpness of the write.***

EMPRESS Nylon in its exciting new package will stimulate your salesmen to get more business—to open new accounts. Send today for samples and prices.

PEERLESS-IMPERIAL CO., INC.

General Office and Factory: 28 Peerless Place, Newark 5, New Jersey
New York Office: 13, 108 Franklin St. • Chicago 2, 179 W. Washington Street
Detroit 18, 37 Linden Street, River Rouge, Michigan

"A Great Name in Carbons" *Ribbons, carbons, spirit and gelatin duplicating carbons, master units, carbon ribbons, carbon rolls for every business need.*

and consequently represented a considerable percentage of the over-all annual pay roll.

This being so, the office appliances and office furniture salesman points out that industrial management must take into consideration the long-range benefits in dollars and cents of the best modern office tools and fixtures on the health, contentment, efficiency, and productivity of office workers. He points out, furthermore, that outmoded and inefficient equipment in the offices of a firm can be fully as much an impediment to production and profit in *its* phase of the plant as an obsolete machine in the factory, and that getting the maximum possible return on an investment in office machines is as important as obtaining the maximum possible return on an investment in factory machinery.

In at least a few instances known to me, an outstanding office furniture and equipment salesman was able to wrest large contracts running into several thousand dollars from his competitors because of his ability to function as the virtual architect of the plans for efficiency-engineering and re-equipping all the offices of some large business establishment.

Can Help Clients

Salesmen of this caliber can help their clients to select the right filing equipment, with proper long-range planning for the most efficient and most economical expansion of the installation as the business grows. They know how to set up the filing system, whether there is a central filing bureau, as in a very large business, or decentralized in the various offices of the firm; how to reduce filing time and cost; how to reduce noise in all office operations; how to train inexperienced office workers in the use of new appliances; how to lay out the office for the most expeditious handling of the routine paper-work; how to improve lighting in the office; how to minimize mistakes in the opening and distribution of intra-office mail; how to decide which of two office machines of similar basic type and function may be *the exact better choice* in certain situations; how to improve both quality and quantity of typists' daily work-output by better planning or facilities; and finally, how to make the office routine operate smoothly without overlapping of effort.

Oftentimes, the minute the expert office equipment salesman crosses the threshold of an office he can see where it is easily possible to save floor space, and even though he is not a draftsman, his ample experience will enable him to suggest to management plans for an altered layout to conform to the maximum space available for some new fixture. Or, again he knows how work-space restrictions resulting from "freak" situations caused by odd proportions of floor space can be adapted with the fullest advantage for the accommodation of some new installation.

Not Always Easy

When one considers the scope of an office equipment salesman's responsibilities in serving his customers it is very easy to understand why the dealer needing such a man can't get him by going to the front door of the store and announcing his need through a megaphone.

When it comes to selling the numerous smallwares of the stationery trade, one can obtain fairly satisfactory help in an emergency (probably from the "drifting alumni" of the national syndicate variety merchandisers, who would know at least *something* about pencils, paper, erasers, ink, and mucilage). But, it's a very different proposition to put one's finger on the right man to sell executive desks, posture chairs, filing cabinets, multigraphing outfits, typewriters, and office safes.

In some of the larger cities, especially during recent years of depleted or fluctuating labor supply caused by the protracted war, the retail trade division of local chambers of commerce has been co-operating with

"I think we'll really hit the Jackpot with this!"

says MR. JOSEPH DUDDY of Skinner-Kennedy, outstanding St. Louis, Missouri, dealer

"Here we've got the newest, most modern line of record safes in the world. These new "400," "200" and "100" Series Moslers are beauties. They make every *other* safe obsolete.

"And to top *that* off, we've got the biggest advertising and promotional push behind us that I've ever heard of in the office equipment field. Wait till you see Mosler's two-page announcement spread in *The Saturday Evening Post*. And all the special newspaper, direct mail, radio and point-of-sale material we've got to tie in and *cash in*, locally. *That's* the part of it *I'm* most enthusiastic about. With all the promotional back-up we've got from Mosler, we just can't miss hitting the 'jackpot.' "

HAVE YOU SEEN IT? Dealers who *have* say this great 1953 promotion introducing the new "400," "200" and "100" Series Mosler Record Safes is the biggest thing they've seen. It's big right where bigness counts the most—in good hard-selling back-up material that swings the whole weight of Mosler's advertising punch behind the individual dealer. It's going to hit *soon!* If you want more facts, better rush a letter or wire to The Mosler Safe Company, Hamilton, Ohio . . . and quickly.

IF IT'S MOSLER . . . IT'S SAFE

The Mosler Safe Company Since 1848

World's Largest builders of safes and bank vaults . . . Mosler built the U.S. Gold Storage Vaults at Fort Knox and the famous bank vaults that withstood the Atomic Bomb at Hiroshima

There's a JOHNSON *Chair*

to please every one of your customers....!

No. 1742F

No. 1736

The big JOHNSON CHAIR LINE offers you a complete selection of every type and style of business chair that you need to please your customers. It brings you everything . . . from the big rich executive masterpiece to the regular "work-a-day" office chair . . . in a wide range of styles and patterns to satisfy the most discriminating buyer.

With JOHNSON CHAIRS, you can always meet the specific needs of your customers. You'll please them every time. You'll get a bigger share of the business chair volume from your market area.

No. 1742F—Here's a luxurious Executive Chair with deep foam rubber cushion and arm rests. It's a beautiful combination of gros point and genuine leather. Just the chair for the businessman who wants the very best.

No. 1736—Good posture, high quality materials and distinctive styling, combine to make this one of the most popular executive chairs you've ever handled.

No. 1736F—Like the No. 1736, but with a deep foam rubber seat cushion for maximum comfort. Upholstered arm rests also available at slight additional cost.

Let us tell you the complete story of JOHNSON CHAIRS and how they can help you build your business. Write for our catalog, today.

WOOD OFFICE FURNITURE INSTITUTE

JOHNSON CHAIR COMPANY

4401 West North Avenue **Chicago 39, Illinois**

local retail business men for the alleviation of this "help problem" by maintaining registries of available experienced workers in the various specialized trades. This is a two-way service, benefiting both employee and employer, and of course, not costing either anything.

Any retail outlet that is constantly changing employees can not build reputation for distinctive service, uniformly maintained—in fact, the inconstantcy of its personnel gives such a store the proverbial "black eye."

Instability is Suggested

On the opposite hand, it is an equally unfavorable and negative indication when the record of applicants shows too-frequent job-shifting. Such job-jumping suggests instability which, in turn, suggests lack of a real serious interest in retail store work as a career.

This group certainly belongs in the category of incompetents that may damage patronage and profits, because they probably regard so-called "store work" as only fill-in employment and don't care whether the filling-in is done in a drug outlet or a stationery outlet.

It is probably true that the standard of selling ability in department stores and all the larger specialty stores is higher than in the average specialty store, because of the more-intensive sales training for the merchandising of each special line that is enforced in the bigger stores. This fact simply emphasizes the importance of employing the best obtainable selling ability in the smaller office supply outlets in which the comparatively few salesmen employed must be able to sell the whole range of supplies and office accessories as well as the "heavy" equipment that runs into money.

Under-Staffing is Problem

Some stores suffer a reputation for inadequate or slow service because of being under-staffed. But oftentimes, especially these days, the defect is not the true fault of management because competent workers simply can not be obtained locally and management realizes that the harm done to the store by clumsy public relation contacts with utter incompetents is usually more damaging to the business than the loss of the profit on the potential purchases of impatient buyers who walk out for lack of service.

One alleviant of this problem of inability to obtain the required number of experienced full-time employees, is the personable, reasonably adept, and somewhat experienced "extra" or part-time employee who can be depended upon to report for duty at the appointed hour on those days when the problem of service insufficiency has become most acute.

In every community, there are persons of both sexes, ranging in age from 18 to 60 years, who are interested in this kind of part-time employment. It would be good insurance for any dealer to know some of these local folks and have their addresses and telephone numbers on file.

Can Develop as Employees

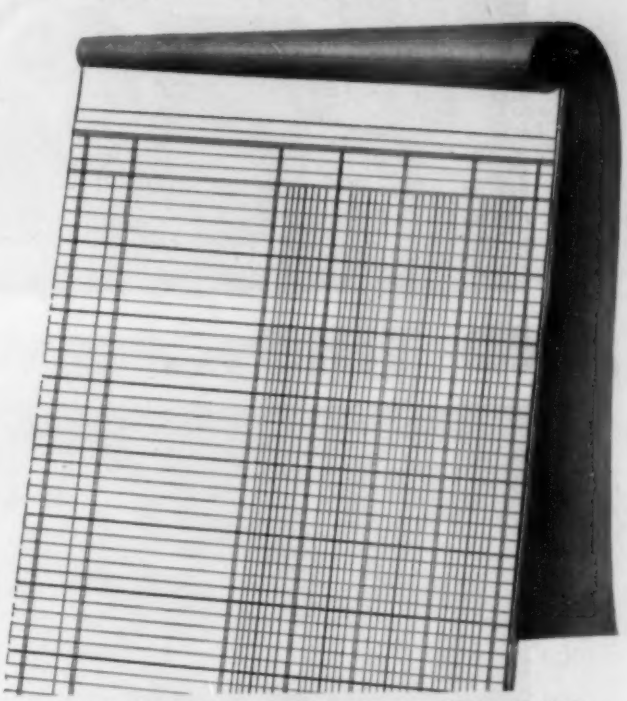
They sometimes develop into valuable permanent full-time employees, and fortunate is that dealer who, when he needs a man in an emergency, whether for a few days or a few weeks, such as to fill in for vacations, sick-leaves, and so forth, can put his finger on some spry old-timer who is in semi-retirement and likes to get back on the salesfloor again now and then —a fellow who is "in his element" because he has sold successfully for years and knows how to serve the public.

An important point with regard to "extras," whether the type that works with more or less regularity throughout the year, or the part-time worker engaged for some short emergency, is that they be made to feel—not only in their own consciousness but also in the consciousness of those among whom they will work —that they are as much a part of the business, and

Master-Craft's

SIGHT SAVER COLUMNAR FORMS

...Mean Faster Sales



ONE OF 138 PADS IN MASTER-CRAFT'S SIGHT-SAVER LINE

Why Dealers Like to Sell

Sight Saver Columnar Forms

- FINEST RULING COLORS
- HIGHEST VISUAL EFFICIENCY
- COMPETITIVELY PRICED
- 100% REORDER PROTECTION

Master-Craft products are available through no one other than our exclusive franchised dealers. It may be available in your city.

Write today for free catalog.

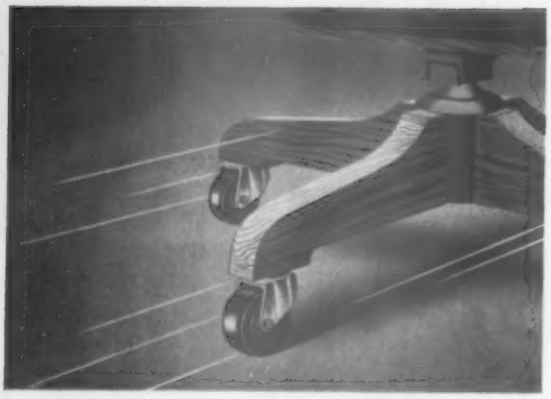
MASTER-CRAFT CORPORATION

LOOSE-LEAF DIVISION OF SHAW-WALKER

KALAMAZOO, MICHIGAN

Sell the difference BETWEEN THIS

AND THIS . . .



Bassick "Diamond-Arrow" Casters make the difference!

Your customers will be pleased at the easy movement, without noise and without marring floors, when you sell them on equipping chairs with smooth-rolling Bassick "Diamond-Arrow" Casters. They swivel easier . . . thanks to the most efficient, two-level, ball-bearing construction.

There are types for wood and metal chairs, typewriter stands, etc., with "Baco" rubber-tread or "Atlasite" hard composition wheels. Nationally advertised. THE BASSICK COMPANY, Bridgeport 2, Conn. *In Canada:* Belleville, Ont.

3.6

Bassick
A DIVISION OF
STEWART SW WARNER
MAKING MORE KINDS OF CASTERS . . . MAKING CASTERS DO MORE

just as important to the service of the store, as the regular full-time employees.

The stationer should personally introduce such extra workers to the regular staff when they begin employment, and, if one of them, for example, is about to receive his or her first indoctrination into selling anything behind a stationery counter, the stationer might well place that person under the sponsorship and guidance of one of the older members of the regular staff for a short while.

Organizing a good selling crew is one thing; keeping it together is another matter. It pays to recognize spontaneously the ability and industry of co-workers. If the growth of business justifies an increase in wages for an industrious, intelligent, and enthusiastic sales assistant, the better policy is to see that he receives some increase in pay without his asking for it.

This policy will merit his everlasting appreciation, stimulating him to redouble his selling effort as well as his general interest in the business and, of course, his loyalty to the man who employs him.

Suggestions Are Valuable

Suggestion-reporting systems have proved their constructive value in many types of retail stores. The underlying principle of such plans is to stimulate interest in the store as a whole as distinguished from merely the "corner" or department to which each employee may be assigned.

The success of such a program depends upon the utmost possible justice and accuracy in judging the practical value of suggestions that are deemed worthy of awards. To illustrate what I mean, let us assume that each of two or three men offers a suggestion and there is no question as to the acceptability of all three suggestions. Obviously, however, one of these suggestions may be much more valuable than the others because of either the greater importance of the problem solved or the greater profit-potential of the idea.

A good way to handle this situation, I should say, would be for management to pay a flat rate of $5.00 or $10.00 for each idea as accepted with a top award of perhaps an additional $10.00 for the suggestion deemed the best received during the month.

Care is certainly one of the most important ingredients in the formula of employee competence. As a practical suggestion for plugging one of the oldest of all profit-leaks, management should impress upon personnel that, whenever any customer who is placing an order for a list of goods decides to take some item of the order with him, that item shall be charged to his account *at once*.

It should also be crossed off the order immediately to avoid the possibility of duplicating it in the shipment. By this means, the stationer will be sure that the self-delivered article has been charged against the account and that the buyer will not be getting two for the price of one.

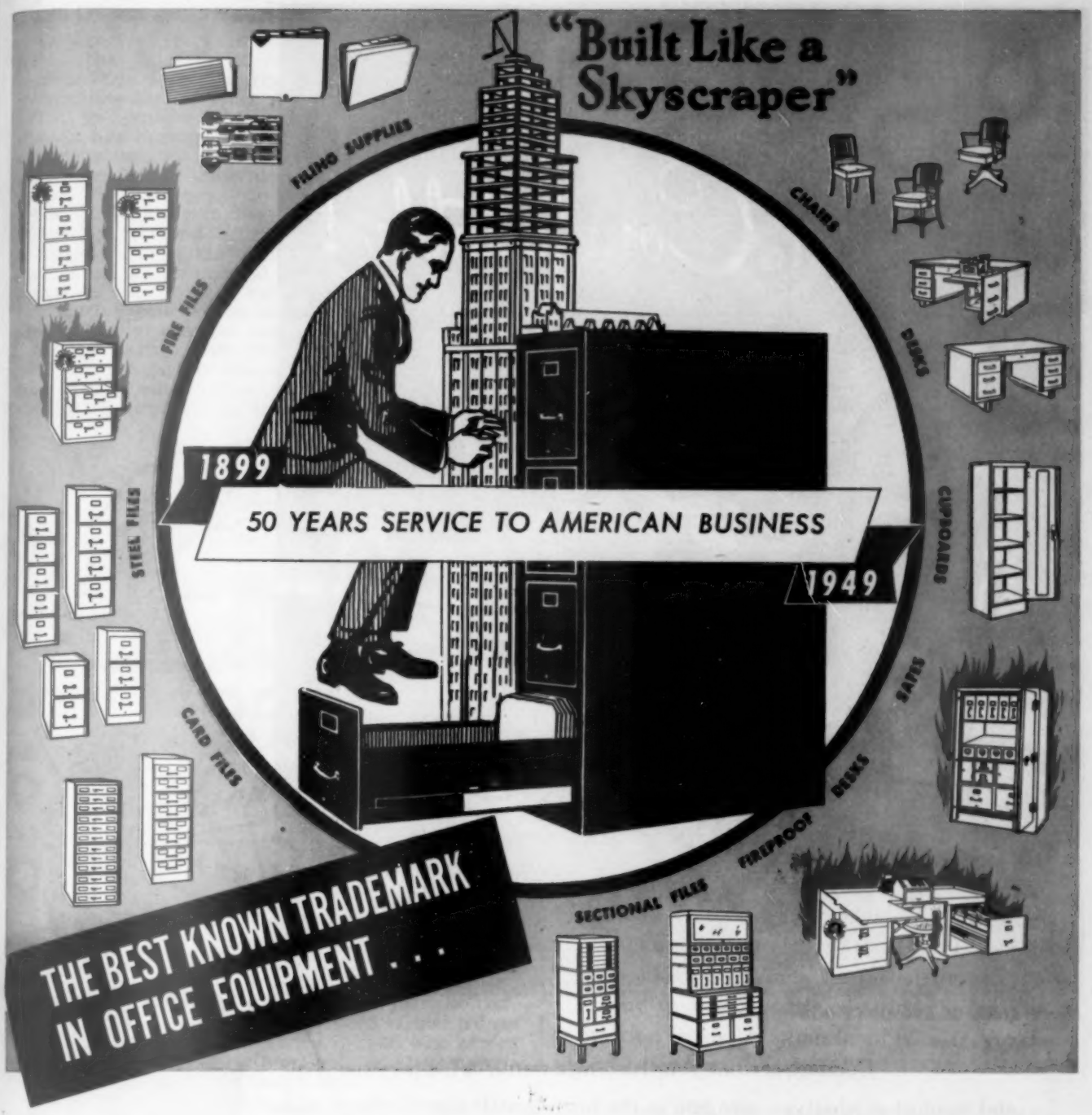
When the order is delivered to the customer, the delivery slip should, furthermore, contain a notation with regard to the item that was self-delivered so that the customer's office manager or receiving clerk will understand the omission.

Should Always be Wrapped

It is generally advisable that everything sold, no matter how small, be wrapped or sacked as this is a precaution against petty shoplifting or even walking out innocently without paying for some little thing such as an eraser or a memo pad.

All larger purchases should, of course, be neatly and strongly packed in accordance with the obvious requirements of shipping distance, weather conditions, nature of the merchandise, and so forth.

Another worth-while tip (the larger the business in number of personnel, the more important) is that all packages containing merchandise purchased by employees should be charged against the employee's pay roll account and checked out through the office.



—and the Most Desirable Dealer Franchise

THE EXCLUSIVE SHAW-WALKER DEALER offers his customers 4,000 items matched in appearance and matched for results. All bear the *symbol of quality* — "Built Like a Skyscraper" — the best-known trade-mark in the office equipment industry.

The exclusive Shaw-Walker Dealer leads the field with products not available elsewhere, exclusive items that buyers want.

You can fill all demands for time-saving, space-saving and fire-insulated products when you have the enormous Shaw-Walker franchise. It's the trade's most valuable! *Ask about it.*

"Built Like a Skyscraper"

SHAW-WALKER

Home Office . . . MUSKEGON, MICH.

LARGEST EXCLUSIVE MAKERS OF OFFICE FURNITURE AND FILING EQUIPMENT IN THE WORLD

Harter Model 65 Executive Posture Chair

Comfort is what your customer wants in his personal chair and comfort is what you give him in the luxurious Harter 65. Deep, cool seat and back cushions of specially molded foam rubber make sure of that. And the 65 is a true posture chair. Easy handwheel adjustments enable you to adjust this chair to your prospect *as you talk to him.* Clean, functional design, quality finishes and fabrics fit the 65 to the finest office. Write for literature on the full line of Harter quality chairs.

HARTER CORPORATION, 225 Prairie St., Sturgis, Michigan

HARTER MODEL 710
Matching side armchair available for complete installations

HARTER

POSTURE CHAIRS

STURGIS • MICHIGAN

Codo Observes 25 Years as Corporation

Twenty-five years as a corporation but almost double that in terms of experience and ability, describes Codo Manufacturing Corporation, the commemorating seal of which is shown herewith.

This well-known producer of carbon papers, inked ribbons, and hectograph supplies dates back to 1928 as a corporation, but at the same time, dates back to nearly the turn of the century insofar as manufacturing skill is concerned.

For it was early in the 20th century that one of Codo's founders, and its first and only president, Frank S. Cooper, entered the industry as a very young representative for an original ribbon and carbon paper producer. Mr. Cooper's extensive travels gained for him much practical experience, but even more important, a host of business acquaintances and friends.

As time went on, Mr. Cooper knew that he had to have his own factory where he would have the freedom to carry out his intention of producing the highest quality products in the field. He launched his

Mark 25 Years . . . Codo's commemorating seal.

firm in Chicago and through his guidance and leadership it expanded until, in 1927, it had reached the "bursting at the seams" stage. In this year, he conferred with W. J. Downs, who produced carbon papers and inked ribbons in New York City and who agreed with Mr. Cooper that together they could become one of the important names in the industry.

The founders, who made use of the first two letters of their names for a corporate title, brought their respective plants to Coraopolis, Pa., to join with a third company in operation there. It was at this period that Wilbur W. Lenz, now vice-president and general-manager, entered the Codo picture, for Mr. Lenz had been identified with the Coraopolis firm prior to the consolidation.

From this point, on to the present day, Codo's growth has been steady and, above all, solid. The reason for its success is easily understood. Each member of the firm follows the principle of "quality must be consistently improved" set forth by Mr. Cooper years ago.

"We won't even take time for special celebrating of our 25th anniversary," Mr. Lenz explains, "for even though we are glad to mark a milestone in our development, we know that we must continue to keep our products consistently improved. And this is a full-time job."

Codo's officers include the following well-known names to the trade:

Frank S. Cooper, president.

100% more protection —only 20% more cost

4-HOUR "A" LABEL

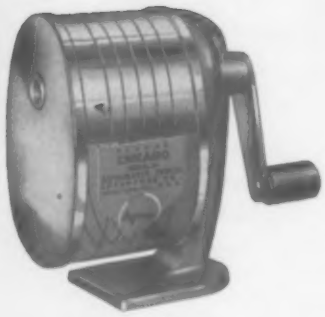
Sell maximum protection for company records—a Class "A" (4-hour) safe. You'll substantially increase your profits and you'll have the satisfaction of knowing you may have saved a business. 43% of businesses whose records are lost by fire are unable to reopen their doors, 74% suffer serious financial loss. There's a potent sales argument in our headline—100% more protection in an "A" than in a "B" safe, yet the cost is only 20% more!

Here's another sales suggestion: Experience proves you can nearly double your profits by selling Herring - Hall - Marvin safes *with interiors*—interiors that provide the maximum flexibility of arrangement. Only Herring-Hall-Marvin makes available this wide choice of interior units and arrangements.

ALL OVER THE WORLD — HERRING HALL MARVIN SAFE CO. HAMILTON OHIO U.S.A. — IT'S A SAFE NAME

Herring-Hall-Marvin Safe Co.
HAMILTON, OHIO
BUILDERS OF THE U. S. SILVER STORAGE VAULTS AT WEST POINT

sharp
salesmen
sell



their buy-again customers
Apsco Sharpeners. They know that
with the APSCO line they are able
to recommend the perfect sharpener
for every need,
be it plant, school or office.

For all-purpose use they specify
the Chicago Deluxe Model 51,
beautifully styled, unsurpassed in
performance and economy.
It sharpens most standard size pencils
with the same ease and
precision that is famous
in all APSCO models.

Remember the APSCO Trade Mark
identifies the world's finest
pencil sharpeners.

Profit by APSCO's
extensive school promotion.
Have your salesmen contact your
school executives now!

automatic pencil sharpener co.
336 no. foothill rd. beverly hills, california
rockford, illinois
toronto, canada
Apsco

Wilbur W. Lenz, vice-president and general manager.
Wilbert F. Smith, vice-president, sales.
William J. Menihan, vice-president, products.
F. J. Brice, sales manager.
Ray F. Williamson, secretary and treasurer.

Carr Named Manager of ZCMI Concern

R. W. Maycock, manager of ZCMI Wholesale Distributors, announces the appointment of John E. (Jack) Carr as manager of the ZCMI School & Office Supply, 57 S. State St., Salt Lake City, Utah, in charge of the wholesale and retail functions of that office.

Mr. Carr was born in Salt Lake City and attended L.D.S. High School and the University of Utah. He began his employment with ZCMI in 1934, creating a central supply room for retail and wholesale office

John E. Carr

supplies. He has served as receiving and marking manager and purchasing agent with varied experience in managing the ZCMI printing and mailing departments.

In 1947 Mr. Carr was appointed assistant manager in charge of sales of the wholesale hardware division. With the consolidation of ZCMI's wholesale divisions in 1948, he became the wholesale operations superintendent and was responsible for renovating and equipping the former Remington Arms Plant which today houses ZCMI Wholesale Distributors in the industrial center.

With the opening of the new offices and warehouses of ZCMI Wholesale Distributors, Mr. Carr served as assistant general operations superintendent and later became operations superintendent of the industrial center warehouse in March 1952.

As manager of the ZCMI School and Office Supply, Mr. Carr brings a background of varied experience in the related field of school and office supply.

Bristol Manufacturing Moves to Green Bay

The Bristol Manufacturing Company, making high quality top grain and simulated leather brief cases, portfolios, briefbags and sample cases, on January 1 moved its factory from 380 Harrison Ave., Boston, Mass., to 1670 Marrow St., Green Bay, Wis. In this new and larger plant will also hereafter be located the offices of the Green Bay Luggage Company, the sales agency for the company.

The new factory, with 5,100 square feet of floor spaces, occupies an ideal location on a corner lot, in proximity to the railroad for easier shipping.

New numbers are constantly being added to the Bristol line, illustrated in a new catalog now available. The Green Bay Luggage Company has adopted the trade-mark of "Grebco" for all lines jobbed and handled exclusively by it.

Now representing the Bristol Manufacturing company are the following salesmen: Walter G. Bilger of Los Angeles, covering California and Oregon; William G. Robinson of Dallas, Covering Texas, Oklahoma, Arkansas and Louisiana; Matt Bran of Muscoda, Wis., covering Minnesota, North and South Dakota; Aaron Ruby of Boston, covering New England; Arthur Klapholz of East Orange, N. J., covering New Jersey, Delaware, Pennsylvania and New York State; and Samuel Singer of 358 Fifth Ave., New York, N. Y., covering Metropolitan New York City. Salesmen are now being appointed for remaining territories.

.....THE FINEST DICTATING MACHINE APPLICATION OF "THE MAGNETIC PRINCIPLE OF RECORDING"

Rex Recorder

This modern dictating machine will increase the speed of your work thru the magnetic principle of recording. REX RECORDER is simply constructed . . . no turntable, few parts and fixed recording head makes for simple and repair-free operation.

Please write, phone or wire for literature on the REX RECORDER or ask for a demonstration in your office. You will be convinced of its many advantages.

Here are the features that make REX RECORDER "the SUPERIOR DICTATING MACHINE.!!

1. **Magnetic recording is erasable, therefore disc is re-usable 10,000 times or more.**
2. **Instantaneous on-spot corrections can be made by re-recording over dictated mistake.**
3. **Immediate access to all parts of recording.**
4. **Word, sentence, or paragraph backspacing.**
5. **Starting and stopping without clipping of words or noise interference.**

DICTATING UNIT
complete with microphone
265.00

TRANSCRIBING UNIT
complete with choice of headset and foot-pedal
265.00

COMBINATION UNIT
completely equipped for use as a dictator or a transcriber
300.00
Plus Local and Federal Taxes

Dealerships Now Available...
Contact Us Immediately
For Further Information

EXCLUSIVE NATIONAL DISTRIBUTOR . . .

AMERICAN DICTATING MACHINE COMPANY, INC.
65 Madison Avenue • New York 16, New York • MUrray Hill 4-3554
ESTABLISHED 1923

IF YOU WANT TO SELL MORE CHAIRS

Sell *Boling*

No. 7110

No. 7111

Comfort, style and durability combine to make BOLING Chairs outstanding values which are quickly recognized by buyers everywhere! This solid worth has created a forty-nine year old foundation of customer-satisfaction that today makes BOLING *America's fastest selling chairs* . . . and places you in a preferred market position for fast turnover, higher profits.

America's Fastest Selling Chairs

Boling *Chairs*

High Point Bending & Chair Company of Siler City, N.C.

HIGH POINT BENDING & CHAIR CO.

SILER CITY, NORTH CAROLINA

Announce Winners in Royal Sponsored Contest

Parents and other adults concerned by headlined examples of wildness and irresponsibility on the part of adolescent boys and girls can find welcome reassurance in the tone of almost all the more than 11,000 letters received from senior and junior high school students in the "What I Think About My Home Town" letter writing contest sponsored by Royal Typewriter Company and conducted in co-operation with *Scholastic Magazines*.

Coming from towns so small they are not shown on the map, from middle-size cities and the great metropolises, the letters reveal a strong pride in, and affection for the writers' home towns.

Contestants' letters were judged by editors of Scholastic Magazines, headed by Dr. John W. Studebaker, chairman of the editorial board and former U. S. Commissioner of Education. Winners of the three top prizes in the senior high school division are:

First prize—Paul De Bald, Pittsburgh, Pa., Mt. Lebanon Senior High School.

Second prize—Gayle Vaughn, Albuquerque, N. M., Albuquerque High School.

Third prize—Barbara Frances Williams, Charleston, S. C., North Charleston High School.

In the junior high school division, winners of the three top prizes are:

First prize—Elizabeth Morrison, Seattle, Wash., Edmond Meany Junior High School.

Second prize—Abby Wasserman, Mill Valley, Calif., Alto High School.

Third prize—Jane E. McDonald, Stony Creek, Conn., Branford High School.

For first, second and third prize winners, prizes ranged from $25.00 to $200.00. Each of these winners who had his letter signed by his local Royal Typewriter dealer also received a Royal portable typewriter. In addition to the top prize winners, 200 high school boys and girls received an honorable mention and $10.00 or $20.00 (depending upon whether the letter was signed by a Royal dealer) for the letters they submitted in the contest.

Ogdensburg, N. Y., Firm Relocates

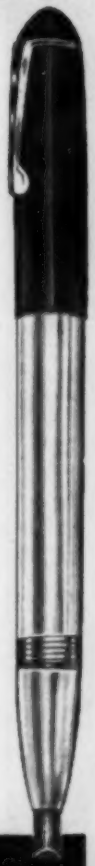
Willard R. White, proprietor of the St. Lawrence Business Machines, opened a new store at 121 Ford St., Ogdensburg, N. Y., in December. Office machines and supplies are featured. This is the third location for the business which was established in 1946.

Mr. White has the franchise for Underwood machines and Shaw-Walker supplies. Master-craft filing and bookkeeping lines are also available. Service and repair on all office machines is offered and typewriters may be rented.

Mr. White was formerly a salesman for Adirondack Business Machines of Malone.

Service Beyond the Sales . . . Mrs. Norma E. Hinds, systems consultant for The Globe-Wernicke Co., was recently called upon by the Comfort Ptg. & Staty. Co. of St. Louis, Mo., to provide her unique beyond-the-sales devices to users of Globe-Wernicke filing equipment. Sponsored by the St. Louis dealer, Mrs. Hinds organized a filing school to show the Granite City (Ill.) Steel Co. employees how to obtain maximum benefits from G-W filing.

IT'S NEW!
IT'S ANIMATED!
IT SELLS FLO-MASTERS*



Make "buyers" out of "eyers" with this ingenious new Flo-master window display. It *demonstrates* the use of this "miracle pen with the felt tip". The hand strokes the Flo-master back and forth. There is nothing like MOTION to stop people — to call attention to your *entire* window.

But make sure that you have enough Flo-masters on hand. In fact you'll discover that you *can't have too many Flo-masters!*

For further information as to how you can get one of these new Flo-master Displays (No. AC-1) write to Cushman & Denison Mfg. Co., Dept. H-12, 153 W. 23rd St., N. Y. 11, N. Y.

*a CADO product

Flo-master in a nutshell

- writes on anything
- fine lines
- instant-dry inks
- bold lines
- in ten colors
- valve controls flow of ink
- in two sizes—"Pocket-Size"—"King Size"

Flo-master
FELT-TIP PEN

SAVE 15%

FLOOR SPACE

No. 3758F—58" x 30"

From The New

MYRTLE EXPEDITER SERIES

In New,
Four-Leg Construction

Only 30" wide, and yet perfectly proportioned, this new Myrtle desk solves space problems without loss of beauty or efficiency. New features include streamlined top, cast metal hardware, Nylon roller double drawer guide, nicely lacquered drawer interiors—an outstanding value at a surprisingly low price!

New bracing technique permits absolutely rigid four-leg construction.

See the new Myrtle Expediter Series—and you will see new sales and profit opportunities for 1953.

BETTER DESKS
ARE MADE OF WOOD

Myrtle DESKS

MYRTLE DESK COMPANY
HIGH POINT, NORTH CAROLINA

Ad-Viser

(Continued from page 38)

Ad Analyzer

A highly professional, two-color offset brochure has been produced by the Hanson-Flotte Company, New Orleans, La. The mailing piece has been designed successfully creating curiosity, interest and sales appeal.

Using the word "SEE" as the key appeal, the brochure starts on the front page with a very effective curiosity message . . . "if you can see it" . . . taking

Effective . . . Cover of Hanson-Flotte Co. brochure.

the reader into the piece to the second fold.. Here, an attractive layout accomplishes the job of presenting more specific facts about the company.

The center spread makes use of an excellent combination of reverses, line work and halftones. It effectively shows the reader exactly what he will find in the 20,000 square feet of Hanson-Flotte display space.

Particularly good is the presentation of pictures of the company's personnel, all of whom will be on hand to serve the customer. Retouched photographs provide fine illustrations of some of the merchandise available on the various floors of the building.

As a promotional piece, the Hanson-Flotte brochure is very well done and successfully sells the company as one of the most progressive in the business.

Fire Destroys Office Equipment Company

The office and display rooms of the National Office Machines Company, 445 Wall St., Beaumont, Tex., were destroyed by fire on December 11. About 65% of the firm's stock of office machines and equipment was lost. —JHR

Automatic Follow-Flex BACK SUPPORT

ANOTHER *Sturgis* VALUE POINT

Let the girl lean back, reach to either side—and the Sturgis Follow-Flex Back Support moves with her, giving firm support to her back—*automatically.* Made of high carbon spring steel, it is instantly responsive to every movement. *Follow-Flex is patented. Only Sturgis Posture Chairs have it.*

ADVANTAGES OF STURGIS FOLLOW-FLEX
- follows the back automatically
- flexes for comfort yet gives firm support

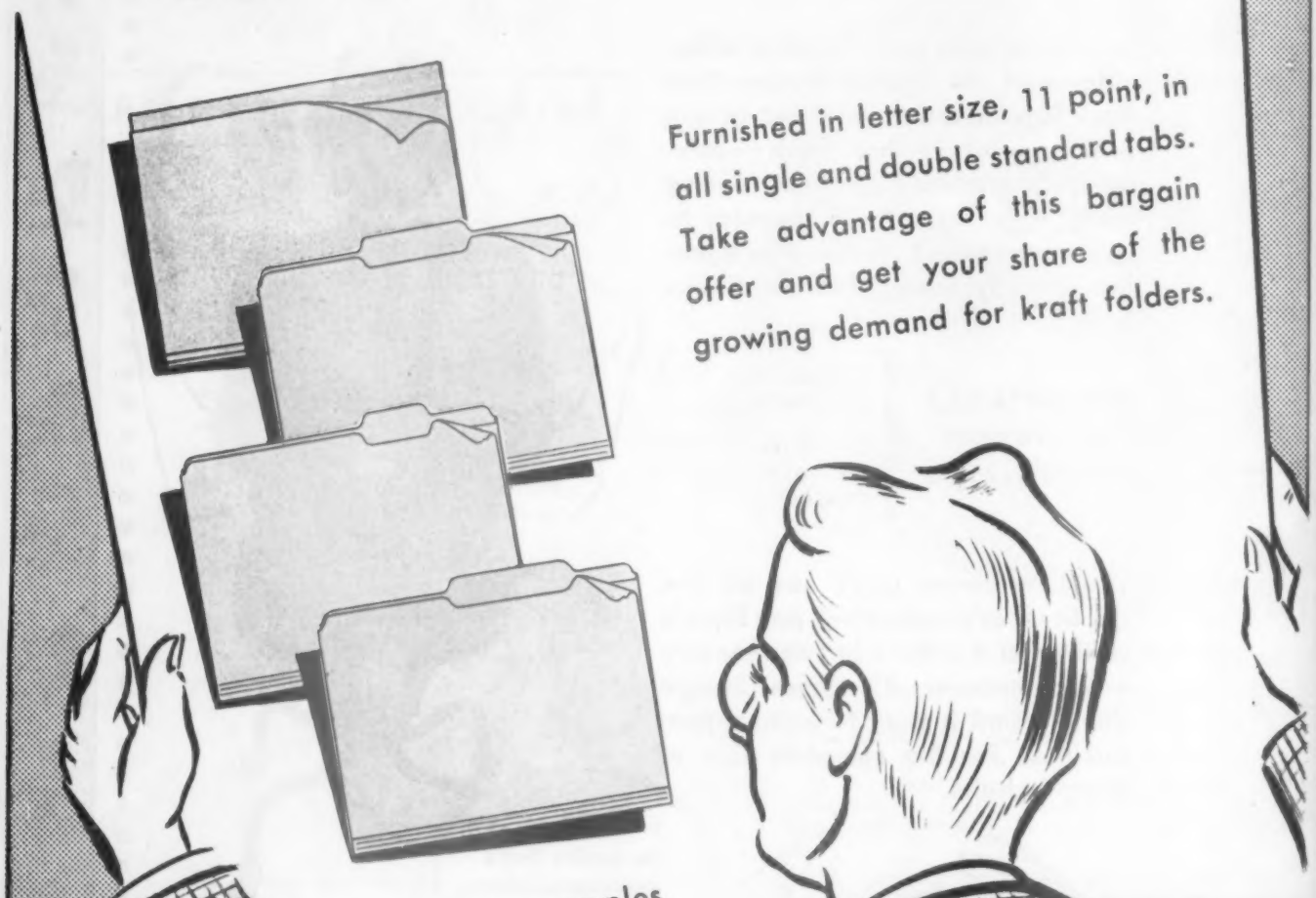
Your customers can't see all the quality that's engineered into Sturgis chairs but it's there in full measure—and because it's there Sturgis dealers find it easy to build repeat business for the complete line of Sturgis chairs.

You can't see *all* the quality that's engineered into Sturgis chairs.

Sturgis
POSTURE CHAIRS
The Sturgis Posture Chair Company
Sturgis, Michigan

SUPER QUALITY KRAFT FOLDERS

UNMATCHABLE REFINEMENTS SURPRISINGLY PRICED



Furnished in letter size, 11 point, in all single and double standard tabs. Take advantage of this bargain offer and get your share of the growing demand for kraft folders.

Write for samples and prices today!

Imperial Methods Co.

FOREST PARK, ILLINOIS

Meetings, Dinners, Conventions

(Continued from page 82)

which was given as follows: president, David C. Silvers, American Business Machines Inc.; vice-president, William B. Kerzner, Pearl Typewriter Corp.; secretary-treasurer, Samuel Stein, Quality Office Equipment Corp.; sergeants-at-arms, Frank Nemzer, Nemzer Typewriter Exchange, and Murray Diamond, American Typewriter & Adding Machine Company, New York, N. Y.; board of directors, Nicolas Fucci, Business Machine Inc.; Paul Kramer, Ideal Business Machines; Edward Moore, Longacre Business Machine Company; Harold Peck, Ideal Business, Machines, and Walter Dailey, General Business Machine Company, New York, N. Y.

At the request of President Silvers, the election of officers was conducted by temporary chairman Samuel Hutter, Check Writer Company, in a very able and efficient manner. Candidates were unanimously elected.

The next order of business was the adoption of two amendments to the association's by-laws as follows: 1. To increase the annual New York OMDA membership dues to $35.00 per member; 2. To increase associate membership dues to $35.00 per person. All members to be entitled to National Office Machine Dealers Association benefits. Both amendments were duly moved, seconded, passed and so ordered.

Weiner is Guest Speaker

Further business was deferred until later in the evening and the guest speaker was introduced by Irving R. Ritchie, Typewriter Distributors, Inc., who gave a brief outline of his career in the industry. He then introduced Jack Weiner, Belmont Typewriter Sales & Service, Chicago, Ill., president of the National Office Machine Dealers Association.

After complimenting the New York OMDA on its large attendance at meetings, Mr. Weiner went on to tell of his travels throughout the country, visiting local associations. He spoke of the NOMDA services available to members for the betterment of their business and of the new members who have joined to take advantage of these benefits.

In regard to the NOMDA group insurance plan, he informed his listeners that with the addition of some 40 more dealers the plan will be put in operation and urged New York dealers who have not signed up yet to do so as soon as possible.

Stating that department and chain stores, credit houses and mail order houses are strong competitors because of their ability to sell typewriters on time payments, Mr. Weiner declared that now the small dealer can do likewise. After considerable thought about how to overcome the situation he had hit upon a plan to complete successfully with those factors. Now, small dealer members of NOMDA can participate in his plan to sell typewriters on time payment basis by signing up with a finance company, having offices in various cities, which specializes in serving independent merchants, carrying papers for all makes of office equipment.

Through this plan the dealer is paid promptly by the finance company and liberal credit arrangements are made for the customer, with the finance company collecting payments and carrying charge from the customer. He pointed out that more and more manufacturers are now selling through dealers and they look to dealers to do a good job of distribution.

Mr. Weiner said that never before has the office machine dealer had a greater opportunity to do a good selling job and increase his business. He urged all small dealers to get on the band wagon. In conclusion he showed a number of dealer advertisements published in local papers and large blow-ups used for window display.

A question and answer period followed Mr. Weiner's talk, in which many of those present took part.

IN **INVOICE** FIGURE-WORK...

Friden

extra thinking shrinks overhead costs

• Striking evidence that the fully-automatic Friden Calculator takes more steps in figure-work *without operator decisions* than any other calculating machine . . . is the Friden's inbuilt ability to accumulate automatically a grand total of individual extensions.

You can *see* this Friden feature save time and operations, and remove chances for errors!

Touching a single key on the Friden stores each extension in the accumulating dials. Even if the operator copies an extension incorrectly, the Friden gives the correct total unerringly. Discounts and deductions are computed and automatically subtracted from the grand total.

The Friden Calculator produces the net total with no adding of extensions, and without an extra operation to subtract discounts or deductions. *One swift handling of the figures does it!*

WATCH Friden FIGURE-THINKING SAVE FOR YOU... save so much in human time that this Calculator's cost can be quickly written off. Ask your nearby Friden Man to demonstrate Friden automatic "decision-making" features that can save time in *your* business! Friden sales, instruction and service available throughout the U.S. and the world. FRIDEN CALCULATING MACHINE CO., INC., San Leandro, California.

© *Friden Calculating Machine Co., Inc.*

JASPER TABLES

America's most versatile

TABLE LINE

for the

CLASSROOM **OFFICE**
LIBRARY **CAFETERIA**
STUDY HALL

No. T560

30" x 50"
30" x 60"
30" x 72"
With or without 2 drawers

Tops: 1" thick, 5-ply veneered, banded with ⅛" oak or walnut veneer. Rail and leg corners well rounded. Legs square, tapered.

No. T1060

34" x 60"
36" x 72"
42" x 96"
With or without 2 drawers

Tops: 1¼" thick, 5-ply veneered, edges have heavy lumber rim of oak or gum well rounded. Legs, rails and drawer fronts selected oak on oak tables and selected gum on walnut tables.

Here are office tables designed to boost your table sales and satisfy your customers. Every unit uses Quality Materials and reflects Superior Cabinet Work.

Standard K.D. construction with heavy corner braces. Legs are 2½" square at largest point with ample rounding on edge. Bases are finished in safeen sheen, with two finish coats after sealing. Tops receive three coats lacquer rubbed dull.

FINISHES AVAILABLE: Blond, Natural, Light Oak, School Brown, Walnut and Mahogany.

WRITE FOR COMPLETE LITERATURE

JASPER TABLE
COMPANY, INCORPORATED
JASPER **INDIANA**

Stationers Club Holds Yule Party

The annual Christmas party of the Stationers 12:30 Club of New York City was the magnet which drew "an even gross"—as a quantity discount-minded member remarked—to Rossoff's for an old-fashioned beefsteak dinner on December 15th. In the true spirit of friendship and camaraderie, the outstanding mark of all 12:30 Club gatherings, the whole affair was informality personified.

Being a comparatively small dining room for such a vociferous group, one simply was forced to join in the fun to endure. A wizard with a "squeeze box" kept the group vocalizing—harmonizing is a term one could use in a vary loose sense—in between swallows. Inasmuch as more than 50% of the group had neglected to reserve places in advance, the management and the committee did an excellent job of accommodating the diners. From the razzing the members of the committee took, one would think all was not well but actually the contrary was true.

President Phil Tagley, Consolidated Loose Leaf Company, amid many interruptions of advice from the group, wished all the compliments of the season and expressed the hope that 1953 would be good to all.

D. N. Briggs, Sun Rubber Company, reminded the group of the great contribution G. D. "Jerry" White, Acco Products, Inc., had made over the period of years he edited the club's bulletin, *"Stationery Whitems."* As everyone in the club both knows and respects "Jerry" all their best wishes went with a beautiful electric clock, properly inscribed, purchased for him as a token of their deep appreciation. "Jerry" was unable to attend.

That was about all the formalities the group would take for one party so the rest of the evening was spent in the usual way—cards, stories and elbow bending. To the committee, of which Ralph Barnett, Blaisdell Pencil Company, and James Hurley, Oxford Filing Supply Company, served as co-chairman, goes the thanks of all for their earnest efforts which made this event notable in the annals of The Stationers 12:30 Club.

Hotel Facilities Varied for NOFA Convention

John R. Gray, executive director of the National Office Furniture Association, points out that hotel facilities should be ample for those attending the seventh annual NOFA convention April 26-29 in Cleveland, Ohio.

The Public Auditorium will house the 170 NOFA exhibits.

The Statler Hotel will be convention and registration headquarters. In addition, it will be the site of luncheons, banquet and general sessions.

Those not securing hotel reservations at the Statler, however, can choose from the Hollenden, Carter, Olmsted and Allerton Hotels. All of these will be used to house people attending the convention which is expected to have an attendance of more than 2,000.

Fort Wayne Office Supply Firm Organized

A combined experience of approximately 80 years in the office supply and equipment field is the background brought by four partners to their new business. Organized as the Lewis & Christen Office Supply Company, the firm is located in Fort Wayne, Ind., with address P. O. Box 1134.

The partners are A. A. Christen, N. L. Scheumann, R. C. Lewis and L. R. Daugherty. They all were former employees of O'Reilly Office Supply Company of Fort Wayne.

The new company will handle a complete line of office supplies and furniture, dealing primarily with commercial accounts. Store management, store sales and purchasing will be handled by Mr. Christen and Mr. Scheumann, while Mr. Lewis and Mr. Daugherty will deal with outside sales and customer service.

FOR BIGGER SALES TO FINER OFFICES

Lounge chair covered in Nylonized Boltaflex by Monarch Furniture Co., Inc., High Point, N. C. Dimensions: Width, 29½"; Depth, 36"; Height, 33"; Seat Depth, 21"; Order No. 9111.

MONARCH Furniture covered in Nylonized *Boltaflex*

CUSTOMERS will be delighted with this comfortable, handsome lounge chair by Monarch. Beautiful, leathery Nylonized Boltaflex was chosen as the perfect accessory to the fine construction. Double-action coil spring unit rests on a *no-sag* base. It's roomy, the way your customers like their chairs, yet takes up a minimum of floor space.

SELLING IS BELIEVING . . .

Nylonized Boltaflex is the finest supported plastic material yet developed for office furniture. Backed with tough nylon fibres, it is the strongest plastic in its price range. The inviting "cushion" look and rich colors make Monarch furniture covered in Nylonized Boltaflex a choice item for greater sales.

MONARCH FURNITURE CO., INC.
High Point, North Carolina

SUPPORTED WITH NYLON FIBRES

PARKER line of VALUES!

STEEL OFFICE EQUIPMENT

STEEL BOOKCASE

The Bookcase is of standard size with disappearing glass front panel for clear visibility. Available in three different sectional sizes:

H	W	D
12"	35¾"	11½"
15"	35¾"	11½"
18"	35¾"	11½"

STEEL TRANSFER FILES FOR YOUR FILING NEEDS

LEGAL AND LETTER SIZE SPECIAL SIZES MADE ON REQUEST

THESE STURDY STEEL TRANSFER FILES CAN BE STACKED TO ANY DESIRABLE HEIGHT

ALSO STORAGE • WARDROBE and COMBINATION CABINETS • COUNTER HIGH and DESK HIGH CABINETS • SECTIONAL BOOKCASES

Made of heavy Gauge Steel . . . Electrically welded construction and completely reinforced throughout . . . Baked-on enamel finish in Green or Grey.

Write for Catalog and NEW price list

PARKER STEEL PRODUCTS INC.

Manufacturers of Steel Office Equipment

56 COLUMBIA STREET • BROOKLYN 2, NEW YORK

Bankers Like "Kalamazoo Success Story"

Rapidly approaching "best-seller" status among bankers is "The Kalamazoo Success Story," a new brochure describing the lucrative operation of the new charge account service at The First National Bank & Trust Company of Kalamazoo, Mich.

Released by Diebold, Inc., manufacturer of the Charge-a-Plan equipment used in conjunction with

Diebold-Equipped . . . Bank charge service department of First National Bank & Trust Co., Kalamazoo, Mich.

the Kalamazoo charge plan, the profusely illustrated brochure describes the charge system in use at this bank, typical of financial institutions throughout the nation which have turned to a charge account plan as a new avenue of revenue.

The bank operates as the "credit department" for retail stores subscribing to the plan. Working on a percentage basis, the bank handles billing and collection. Financial institutions in which the charge account service has been in operation, report that it is both a source of direct revenue through a percentage charge against the subscribers' accounts and also a source of new commercial and individual accounts.

Complete details on the operation of this new service are outlined in "The Kalamazoo Success Story," available without cost from Diebold, Inc., Canton 2, Ohio.

Better Packages Grants ITC Tape Marketing Privileges

Better Packages, Inc., of Shelton, Conn., has announced a product arrangement with the Industrial Tape Corporation of New Brunswick, N. J., whereby ITC is granted national marketing privileges on the Better Packages' pressure sensitive tape dispenser line. The Industrial Tape Corporation is permitted to sell under the Better Packages' trade name of Little Inch, Big Inch, and Tackon, or under its own trade names of Texcel or Permacel.

Better Packages is continuing to market this line of dispensers through its established national sales distribution system. The Industrial Tape distribution will be supplemental and, it is hoped, will broaden the overall market for pressure sensitive tape and dispensers.

Third Move for All-Luminum

In its third move in as many years, All-Luminum Products, manufacturer of the Fold-A-Way table, in December occupied a new factory which will enable it to meet increased demand with stepped-up production facilities.

Located in Philadelphia on Reed street between 36th and 37th, the new factory will make possible a vast increase in production of the Fold-A-Way table, according to Bob Cohen, sales manager.

THE *all-purpose* FILE

for

DRAWINGS
PROPOSALS
REPORTS
ARTWORK
LAYOUTS
BLUEPRINTS
CLIPPINGS

SWATCHES
SPECIFICATIONS
CORRESPONDENCE
BULLETINS
SAMPLES
CATALOGS

THE *Smead* MANUFACTURING CO., INC. - HASTINGS, MINNESOTA

10-11-52
PRINTED IN U. S. A.

SMEAD'S *Tell-i-vision* GUIDES

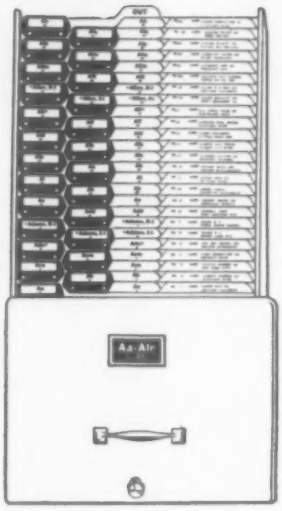
REG. U. S. PAT. OFF.

With colorful tabs of Plastic **DIRECT THE EFFORTS OF THE FILE CLE**

The basic principle is sound. You read from left to right—like a book.

Locate the guide you want, then the individual folder.

The miscellaneous folder holds the occasional letter.



When you refile, use the number shown on the folder tab—place behind the guide of the same number. At the same time you double check against the alphabetical characters.

Use an OUT GUIDE to control material taken from the file.

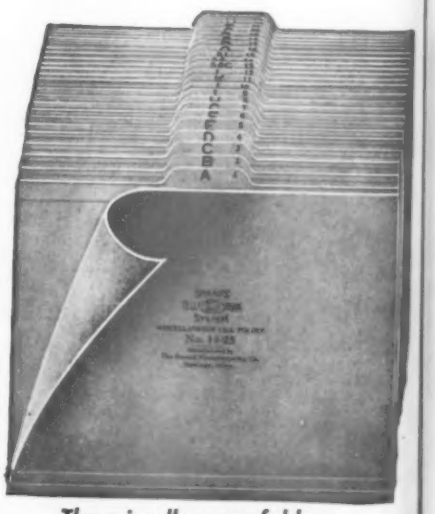
The folder label. Several colors for classification.

The OUT GUIDE. A control factor.

For bulky material. Expansion up to 5¼".

The de luxe miscellaneous folder. Angle insertable tabs. 20 point Smeadfibre.

The individual folder. Note the TWO-PLI-TOP at the point of greatest wear.

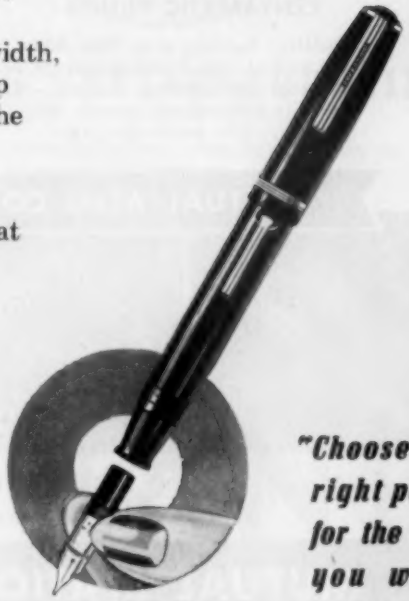


The miscellaneous folders. Green Jutefibre.

One of the simplest of the hundreds of precision tools used to make Esterbrook Fountain Pens is this tiny saw. Just 6/1000ths of an inch thick, this saw helps control the width of the slit in Esterbrook Renew-Points. Correct slit width, in turn, is one of the things that lets an Esterbrook keep up with the fastest writer without "starving", or slow down to the speed of the slowest writer without dropping ink.

Attention to such details is an Esterbrook fetish . . . and one that pays off at your pen counter for you. It's the thing that makes sure that an Esterbrook sale, whether Fountain Pen, Pencil, or Desk Set, will be a "clean" sale . . . free from annoying "come-backs" and costly "repair service."

Esterbrook®
FOUNTAIN PEN

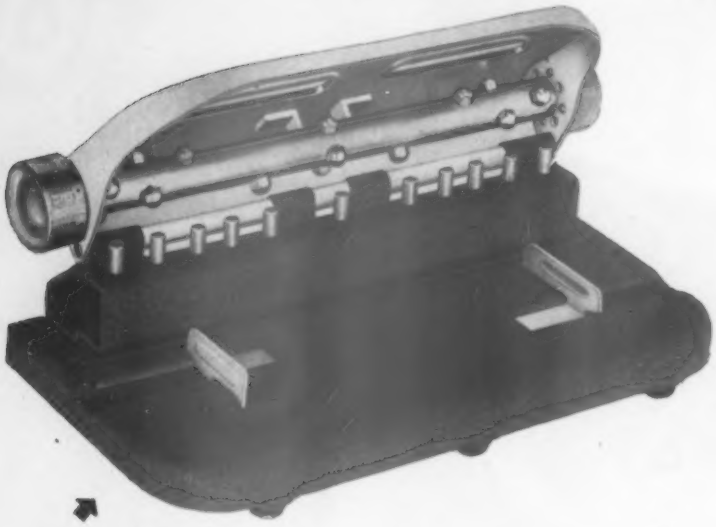


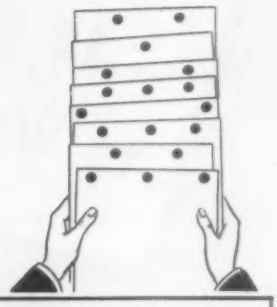
"Choose the right point for the way you write"

THE ESTERBROOK PEN COMPANY, CAMDEN 1, NEW JERSEY • *The Esterbrook Pen Company of Canada, Ltd., 92 Fleet St., East, Toronto, Ontario*

Recommend MUTUAL CENTAMATIC PUNCHES for the BEST in QUALITY *Plus* Automatic Centering

Available through leading Wholesalers from coast to coast.

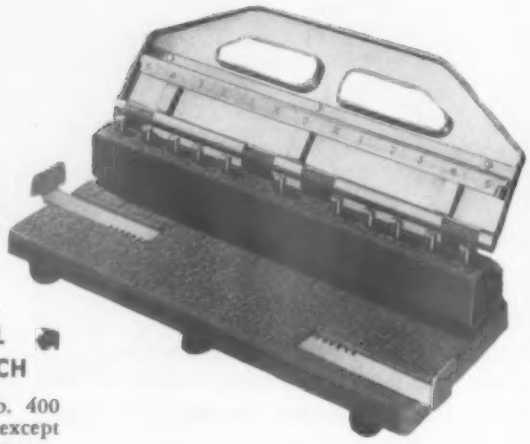




Each of these models (No. 400 or No. 300) effectively does the work of Eight Punches.

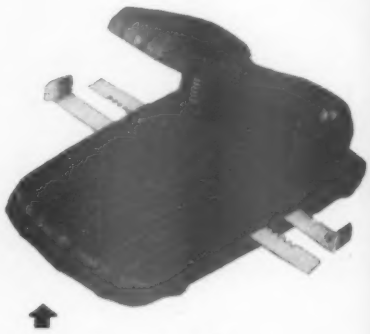
No. 400 MUTUAL DIAL-CONTROL CENTAMATIC

Actually does the work of 8 regular punches. Offers complete automatic action. Set the dial to the desired punching centers . . . adjust the guides which center the sheets automatically, then punch . . . Precision-constructed of heavy gauge steel: handsomely finished . . . Individually boxed . . . *List price*—**$27.50.**



No. 300 MUTUAL CENTAMATIC PUNCH

Smaller, lighter, than No. 400 but with all its advantages except for the Dial-Control feature—Sturdily constructed; smartly finished . . . *List price*—**$13.75.**



No. 200 MUTUAL CENTAMATIC PUNCH

Only 2 Hole Punch equipped with Centamatic guides. Actually punches through 20 sheets of 16 lb. bond paper. Enduringly constructed . . . *List at* **$5.00.**

MUTUAL ALSO CONCENTRATES ON THESE LEADING LINES

Our stocks on each line illustrated above offer complete selections so that we can assure immediate shipments of ordered goods.

MUTUAL STATIONERS SUPPLY CORPORATION

Wholesale Distributors and Manufacturers . . . 268 FOURTH AVE., NEW YORK 10, N. Y.

Change "Pat" Products' Representation

Richard McFadyen, president of Ketcham & McDougall, Inc., manufacturers of "Pat" products, has announced that effective February 15, 1953, the Beckhard line will no longer represent the "Pat" line of pencils, memo pads and key holders.

"Pat" sales thereafter will be handled by sectional sales representatives, operating directly through

Richard McFadyen

Ketcham & McDougall. Announcement of the names of the new sales representatives will be made at a later date.

The change in sales procedure was decided upon, Mr. McFadyen said, for several reasons. First, the "Pat" line is expanding and new products have recently been added, while other new items are presently being developed and tested. Second, the new, larger sales force will be in a position to give more individual attention to each account. Third, "Pat" manufacturing facilities have been greatly expanded with the recent opening of a new, ultra-modern 20,000-square-foot factory at 465 Eagle Rock Road, Roseland, N. J.

A merchandising and advertising campaign is being prepared for 1953 to pre-sell consumers on "Pat" products.

American Paper Names P. L. McMillan

Frederick R. Hinckley, president and general manager of the American Paper & Supply Company, has announced the appointment of Parley L. McMillan to the new position of assistant general manager.

A native of Utah, Mr. McMillan is a graduate of the University of Utah School of Business, and had spent

Parley L. McMillan

the previous seven years with the Cudahy Packing Company before his affiliation with the American Paper & Supply Company in August of 1940.

With the establishment of a new division of the company known as the American School Supply & Equipment Division, and new warehouses in Idaho Falls, Ida., and Elko, Nev., it has been found essential to expand Mr. McMillan's activities.

He is at present secretary and assistant treasurer of the corporation, a member of the Salt Lake Chamber of Commerce, Utah Association of Sales Executives and Sigma Pi Fraternity.

Herbert G. Stagg Now President of Hoskins

Herbert G. Stagg is now president of the Hoskins Company, stationery and office equipment firm of Philadelphia, Pa. This younger brother of Thomas Stagg took over the operations of the company following the latter's death on October 22 at the age of 68.

Thomas Stagg will be recalled as one of the leading founders of the Stationers Guild of America. He also was the first stationer to sign the Fair Trade pact in the state of Pennsylvania and fought for its existence until death stopped him.

A Famous Man Once Said:

"ANYONE CAN MAKE A FRIEND, THE TRICK IS TO KEEP HIM"

We at GRAND FILING SUPPLY feel the same way about those who deal with us.

We feel that FAST SERVICE of QUALITY PRODUCTS at REASONABLE PRICES enable us to keep our Dealers.

Manufacturers of

- Kraft and Manila Folders, Letter, Legal and Special Sizes
- Alphabet and Blank Guides, Plain and Metal Tabbed
- Form Cards and Guides, Ruled, Printed and Tabbed
- Pressboard Expansion Folders, Letter, Legal and Special Sizes
- Transfer Cases, Black Tarboard, 3 x 5—4 x 6—5 x 8

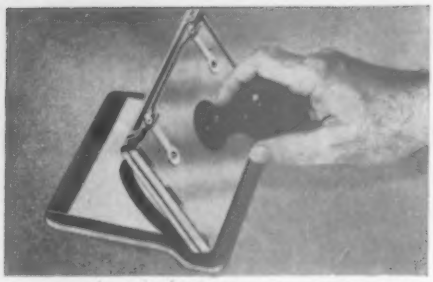
ALSO Macey

FILING SYSTEM SUPPLIES

A Quality Name in the Paper Conversion Industry for over 68 years

We Specialize in "MADE TO ORDER" Guides and Folders
Quotations given same day request received.

THE GRAND FILING SUPPLY CO.
Grand Haven, Michigan Phone 499



No. 3 MULTISTAMP Duplicator with Printing Guide

PRINTS LETTERS . . FORMS . . POSTCARDS . . MENUS

1000 or more clear, sharp copies without re-inking. Prints practically anywhere . . on paper, cloth, wood, packages. Just type, write, trace or draw on inexpensive stencil . . snap it on duplicator and print—like using a rubber-stamp. New pre-die-cut "FORM-CUT" stencil prints shipping form and identification data in one operation.

MARKS BOXES . . CARTONS

ADDRESSES SHIPPING TAGS

ADDRESSES LABELS

Portable, non-mechanical, of non-corrosive metal, replaceable ink pads. 8 complete outfits: $9.50 to $99.50, including supplies (f.o.b. factory). Write for literature or see your office or shipping room supply dealer.

THE ORIGINAL HAND STAMP STENCIL DUPLICATOR

OVER 30 YEARS

MULTISTAMP STENCIL DUPLICATOR ®

MANUFACTURED ONLY BY THE MULTISTAMP CO. NORFOLK, VIRGINIA

British O.E. Industry Confident

(Continued from page 56)

which will prove satisfactory to both sides—organization of industry and its control center, the office, so that every man and woman is fulfilling a task requiring the maximum of his or her capacity during working hours. That means the fullest use of current mechanical methods and the invention of fresh means to undertake all repetition work.

In finding the machinery to do such work the office equipment industry in Britain has gone far, but until every office has every available machine for best carrying out its routine work, the industry's task will remain unfinished. As developments must continue, that task can never be completed. For all these reasons, one is justified in saying that the industry in Britain can look forward to 1953 and the following years with confidence in its future.

News Notes from Australia

W. BEECHAM, CORRESPONDENT
BOX E256, G.P.O., PERTH, W.A.

No lifting of import restrictions in the near future is seen by the Federal Minister for Trade and Customs, Senator O'Sullivan, who says: "These restrictions are why Australia has made a good recovery from her adverse trade situation at the beginning of the year." He adds, however, that the government is ready to review the restrictions where hardship or national disadvantage can be shown. "But the easing of the restrictions is a question of condition and circumstances rather than a question of time," he concludes.

* * *

In regard to imports under the "B" category, paper manufactures and stationery landed in the year July 1, 1950, to June 30, 1951, were valued at £3,111,800, but the allocation for the financial year July 1, 1952, to June 30, 1953, is only £622,400.

* * *

The Victorian Government Statist reports that during the 12 months ended June 30, 1952, imports from overseas included stationery valued at £1,535,000 compared with the £1,151,000 of the previous year.

* * *

But an indication of the effect of import cuts is shown in the latest South Australian figures, where imports of stationery, and so forth, from overseas, in the two months ended September 30, 1952, were down to £86,888 compared with the £141,100 of the same two months of 1951.

* * *

Control Systems (Australia) Holdings, Ltd. reports a consolidated loss of £41,731 for the financial year ended June 30, 1952, against a net profit of £21,578 for the 12 months to June 30, 1951. In addition an investment of £42,556 in the New Zealand company has been written off, making a total loss of £84,287.

Last year the company paid an ordinary dividend of 8%, but there is to be no dividend this year. (Loss is after depreciation allowance of £15,003—previous year, £12,954—and stock depreciation reserve of £10,000). Directors state that the difficult economic conditions and financial stringency of the latter half of the year caused a considerable reduction in turnover in sales of office equipment. They add, however, that the benefit of economies and reorganization is expected to be reflected in future accounts.

* * *

Despite a fall in sales in Sydney stores during the month of September, 1952 (of 9.9% compared with sales in Sept. 1951), turnover in stationery departments was up by 9%.

* * *

With a revivial of the erection of homes these days there has been a move towards rebuilding and remodeling a number of office buildings in capital cities, together with a move towards the conversion

10% MORE DRAWERS

10% LESS IN PRICE

Steelmaster

(F 1230)

30 DRAWER utility "STORAGER"

(12" deep)

America's *No. 1*

Top Promotion Sales Volume Unit...

TO ~~MEET~~ *beat* ALL COMPETITION

The Steelmasters

art steel co., inc.
170 w. 233rd street
new york 63, n. y.

The Steelmasters

art steel co., inc.
170 w. 233rd street
new york 63, n. y.

AMERICA'S LOWEST PRICED "STORAGER" CABINET

Steelmaster

LOW PRICED!

$35.95

DISCOUNT
40% TO TRADE
Prices Higher on West Coast
Net Prices the Same

30 DRAWER "STORAGER"

Steelmaster's (F1230) 30-drawer "Storager" is a precision made, heavy duty utility cabinet for the better organizing of small articles, assemblies, miscellaneous units, or whatever items or material you may require to be safely stored in drawers.

A unit that meets a thousand and one vital needs for everyone.

10% more drawers, 10% less in price, this unit is the answer to bigger and better sales.

A full 12" overall depth of unit permits the greater utilization of restricted space.

Finished in grey or green as preferred.

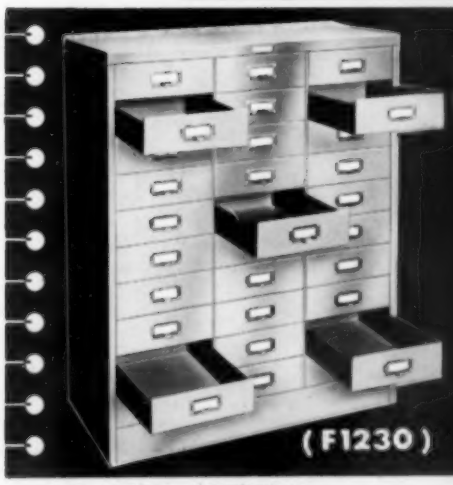
ITEM NO.	DESCRIPTION	DIMENSIONS H.	W	D.	SHIP WT.	Price
F1230	30 Drawer "STORAGER"	36½"	29⅞"	12"	100 lbs.	35.95
	Draw Dim.	3"	9¼"	11¾"		

SPECIAL QUANTITY DISCOUNT

12 or more – 5% } One Time
24 or more – 7½% } One Delivery

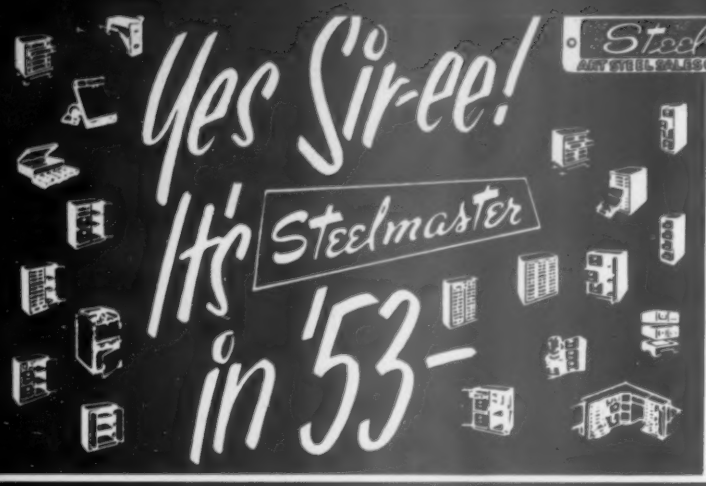
NO EXCEPTIONS

SPECIFY Steelmaster FOR YOUR FILING EQUIPMENT NEEDS!



Steelmaster

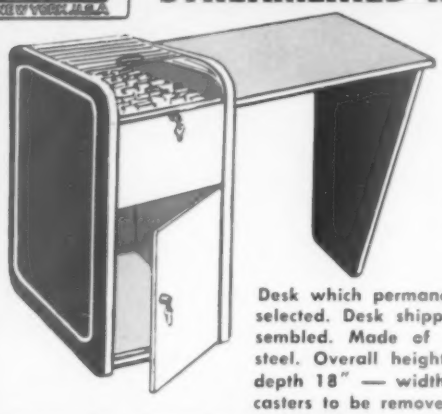
THE PRICE LEADER FOR VOLUME SALES FOR YOU . . .



Steelmaster
ART STEEL SALES CORP. NEW YORK, N.Y.

STREAMLINED ROLLERWAY

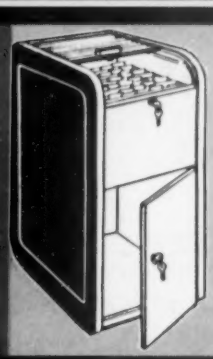
SLR Series.



SLRD-1
(Illustrated)

$61.45

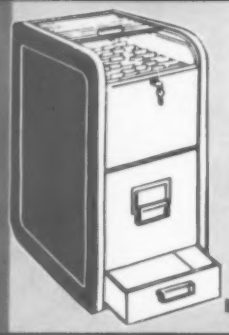
Desk which permanently attaches to unit selected. Desk shipped k.d. — easy assembled. Made of best grade furniture steel. Overall height from floor 28" — depth 18" — width 22". When set up, casters to be removed.



SLR 1

$42.95

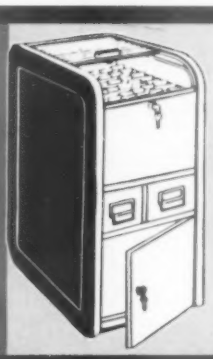
SLR-1C—
Legal Size $47.95



SLR 2

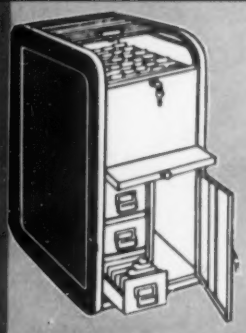
$44.95

SLR-2C—
Legal Size $49.95



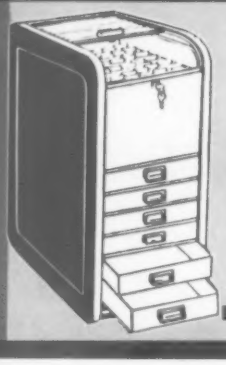
SLR 3

$46.95



SLR 4

$52.50



SLR 5

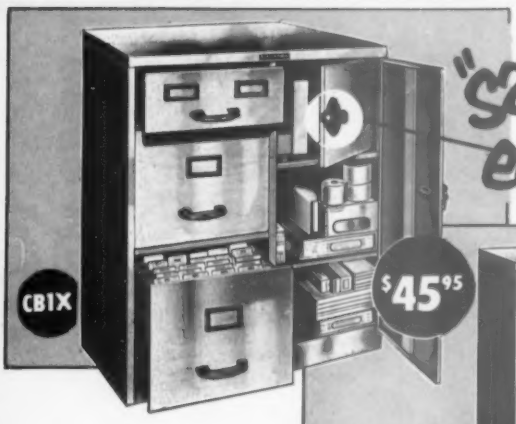
$52.50

SLR-5C—
Legal Size $57.50

SLR 6

$45.95

SLR-6C—
Legal Size $50.95

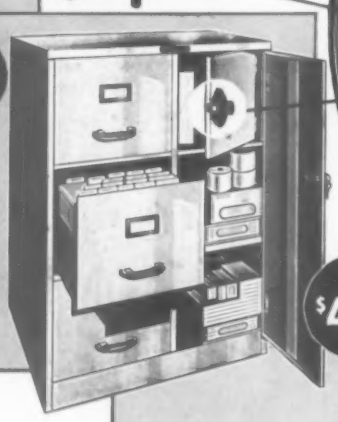


CB1X

$45.95

"safer-at-home" equipment

ACTUAL SIZE OF LOCK



CB2X

$49.95

means

"peace-of-mind" for you!

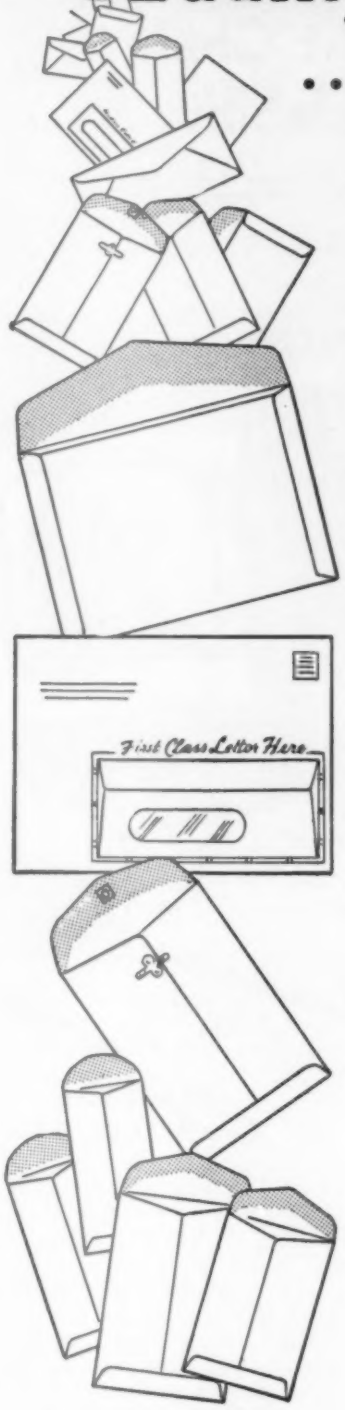
CB3X

$55.95

AVAILABLE IN *Future Gray* OR *Steelmaster* STANDARD GREEN. INDICATE COLOR WISHED.

art steel sales corp. new york 63 n. y., u. s. a.

Quality Park



. . . Out of Quality Park come the Finest Envelopes you can sell . . . Quality products PLUS Quality packaging PLUS Quality service . . . the perfect formula to bring satisfaction to your customers and repeat business to you

FLAT MAILING ENVELOPES

Heavy durable stock with extra wide seams and double gummed flaps make this one of the finest mailing envelopes you can offer. Boxed in 100's . . . available in 9 sizes.

TWO COMPARTMENT ENVELOPES

A quality envelope that does double duty . . . combines first class mail with third or fourth class mail in one unit. First class envelope has cellophane window.

CHAMPION CLASP ENVELOPES

This popular champion comes in 24 sizes in Parkraft or Cameo stock . . . features wide gummed seams, reinforced flaps, improved easy-on-the-fingers fastener.

COIN, POLICY AND CATALOG ENVELOPES

Valuable contents receive extra protection from heavy gummed flaps and wide seams . . . a wide range of sizes available in Cameo or Parkraft stock.

SOLD THROUGH DEALERS ONLY

These are just a few of the more than 400 styles, sizes, stocks and weights of Quality Envelopes from Quality Park.

QUALITY PARK ENVELOPE CO.

Quality Park Products

General Office and Factory, Quality Park, St. Paul 4, Minnesota
Chicago Office and Warehouse, 564 W. Monroe St., Chicago 6, Illinois

Volume purchase of Model 550 Rest-All Aluminum Straight Chair proves both quality and salability of this handsome new construction

Grand Ballroom of Hotel Roosevelt, ready for a meeting with Rest-All Model 550 chairs. Rest-All Dealer completing this large chair transaction was the contract division of Marshall Field & Co., New York City.

THE BACKBONE of the Ohio Chair Company and its dealers' chair business is today, and always will be, consistent, smaller sales than that recently completed with the Hotel Roosevelt in New York City. Nonetheless, the purchase by the Roosevelt of 800 of the Rest-All Model 550's is proof of many things of interest to Rest-All Chair Dealers the nation over.

It is convincing testimony to sound chair design and construction . . . definite proof that Rest-All's latest bid for volume institutional as well as office equipment sales is destined for success wherever dealers show the Model 550. It is evidence that the entire Rest-All line, built with the same attention to fine chair requirements, has arrived at a position of leadership in the field within the span of a few short years. Why not write for full details on Rest-All Aluminum Posture Swivels and Straight Chairs?

REST-ALL CHAIRS SELECTED AFTER CAREFUL TESTING

For eight months before final selection, this leading Manhattan hotel examined sample chairs submitted by leading manufacturers. Principal concerns were seating comfort for long duration and attractiveness. Serviceability and maintenance factors were also carefully checked by testing and by putting the samples into actual use. Hotel employees rated the chairs for stacking and portability. Nothing was overlooked in this typical demonstration of hotel management efficiency.

FEATURES OF MODEL 550

1

Combines simplified, moderate-cost design with sturdiness and long-lived construction.

2

Aluminum parts have natural satin finish.

3

Upholstering is foam rubber, covered in the full color range of U. S. Naugahyde simulated leathers, perforated or plain, or choice of Goodall fabrics.

4

Has every fine chair feature, such as saddle seat and concealed welds.

OHIO CHAIR CO Inc.

28 W. MADISON AVE., YOUNGSTOWN, OHIO

of city residences into office quarters. This has meant that many business and professional men who have long been without suitable offices have now been able to really establish themselves, and it has led to better sales of office appliances.

* * *

E. T. Brown, Ltd., manufacturers of steel office equipment, had a year of records in the period July 1, 1951, to June 30, 1952, and consolidated profit rose to £33,176 from the previous year's £23,480. Taxation allowance was £27,150 compared with the previous year's £17,450. Ordinary dividend is steady at 10%. Director report that sales rose to £613,276, a matter of 57% higher than during the previous 12 months, and 150% higher than two years ago.

* * *

Among the new manufacturing firms registered this last month was Norman Bros. Pty., Ltd., office stationery, 56-63 Moor St., Fitzroy, Victoria.

* * *

Further progress is reported in the matter of the labeling of office furniture with the Standards Association labels denoting that each item is made up to or above the standards as laid down by that body. In Western Australia, furniture retailers who handle office furniture have refused to handle any line not labeled, and it is hoped by this move to prevent substandard items being offered.

* * *

It is expected that Australia will negotiate another dollar loan from the World Bank some time in 1953, and hopes are expressed that such finance may help to open the door to free trading in many lines now excluded from Australia under existing regulations.

* * *

The Office Management Exhibition staged recently in Melbourne featured an amazing range of office appliances, touching every aspect of the business world of today. Arresting displays were made by some 40 exhibitors, and some of the extremely complex calculators attracted much attention.

In opening the exhibition, Melbourne's Lord Mayor, Councillor O. J. Nilsen, said: "A good office is essential in a successful business or similar undertaking. A glance around this exhibition will show that office machines are getting more human every day, and all businessmen will profit greatly by studying the business management equipment and appliances on display."

* * *

Application 131,719 has been lodged by Standard Telephones and Cables Pty. Ltd., for an Australian patent on calculating equipment. Details are: "Electrically operated calculating apparatus comprising means for representing a multiplier as a number expressed in radix two by means of a combination of two conditions applied to the conductors of a first plurality of conductors, means for representing a multiplicand as a number expressed in radix two by means of a combination of two conditions applied to the conductors of a second plurality of conductors, means for representing the partial products of said multiplicand by the respective digits of said multiplier by combinations of conditions of sets of relays, and circuits for automatically indicating the sum of said partial products as a combination of two conditions applied to the conductors of a third plurality of conductors."

* * *

Application 147,898 has been lodged by Electric and Musical Industries Ltd., for an Australian patent on sound recording and reproducing apparatus. Details are: "A transducing or erasing head for magnetic sound recording or reproducing apparatus comprising a cone of magnetisable material presenting a surface for engagement with one surface of a magnetic record tape and formed with an elongated non-magnetic gap in said surface, and means for mounting said core for

MAKE OFFICE LIFE MORE LIVABLE

(by selling better office aids!)

Sanford's **Penit**

THE INK THAT'S MADE FOR ALL BRANDS OF FOUNTAIN PENS... NOT FOR JUST ONE!

Made by ink specialists—leaders in ink improvement for over 90 years.

FREE!

TO ALL EMPLOYEES IN THE STATIONERY FIELD!

Get *two* 100,000-word bottles of SANFORD'S PENit Fountain Pen Ink. No cost or obligation. Just send *your* name, address and business connection to address below.

"Miss Smith will pour . . ."
FROM SANFORD'S PENit EASY-TO-HANDLE FIFTH BOTTLE!

FUNCTIONAL DESIGN INK BOTTLE FITS GIRL'S SMALL HAND! Pour ink, fill wells with safety from this SANFORD bottle. Offers large bottle economy with pint-size convenience!

WEIGHS A FULL ¾ POUND LESS THAN A REGULAR QUART!

Protect your customers' valuable office records by selling them a permanent ink. Sanford's PENit ink is one of the two out of five leading brands of Blue-Black fountain pen ink that independent laboratory tests have shown resisted time, light and weather exposure. Be wise—permanize—sell PENit Blue-Black.

¾-OZ. BOTTLE FITS RIGHT IN DESK DRAWER!

"FIFTH" BOTTLE

Sanford's

SANFORD INK COMPANY • BELLWOOD, ILLINOIS

INCREASE VOLUME IN 1953

DISPLAY • ADVERTISE • SELL MASTER ADDRESSER PRODUCTS

Nationally Advertised EVERY MONTH

Here is the ad that will have been seen by millions of readers during January and February in these national magazines

SATURDAY EVENING POST • NATION'S BUSINESS
DUN'S REVIEW • POPULAR MECHANICS
CHRISTIAN LIFE • INSTRUCTOR • GRADE TEACHER

Positions Wanted!
WE WILL WORK without wages to increase your sales...speed your office detail. Best of references from top-flight organizations. See photos below.

AS FAST AS SEVEN TYPISTS
Master Addresser will address mail to your customers and prospects. Mail them regularly, on time, to increase sales. Just type your list ONCE on a paper tape, then "Master Address" them month after month in a fraction of typing time.

Master Addresser
Two desk models
$24.50 and $44.50
(Federal tax and supplies extra)

NO STENCILS • NO PLATES • NO INKS • NO GELATIN

PRINT YOUR OWN bulletins, drawings, price lists, letters, office forms, charts—as many as 5 colors at once. Type, write or draw on a paper master, then make up to 300 copies in a matter of minutes. Clean, simple to operate.

Portable Spirit Duplicator
$32.50 complete with supplies

For details, clip this ad, write your name and address in margin and mail.

Master Addresser Co.
6500-P West Lake Street, Minneapolis 16, Minn.

Mats of this new ad are now available in one- and two-column sizes for use in your local newspaper advertising.

Tie-in your local ads with the Master Addresser program and increase your annual REPEAT volume!

Ask us TODAY to send these mats without charge.

Master Addresser Co.
6500-D West Lake Street, Minneapolis 16, Minnesota

adjustment about two mutually perpendicular axes, one of which is normal to the plane of the gap (as hereinbefore defined), said means including a mounting member to which said cone is secured and which has a curved bearing surface, and supporting means having a bearing surface of complimentary curvature to said first bearing surface, said mounting member being so mounted with its bearing surface in engagement with said second bearing surface that relative angular movement can be effected between said bearing surface to effect adjustment of the cone about the axis normal to the plane of the gap."

* * *

Registered recently: The Duckworth Publishing (Recordex) Pty. Ltd., manufacturers of office stationery; 70 Pitt St., Sydney.

* * *

W. Nevill & Company Ltd., manufacturers of office stationery and so forth, Sydney, reports a net profit of £52,374 for the financial year 1951-52, after providing £41,996 for taxation and £3,400 for depreciation. Ordinary dividend is at the rate of 17½% (absorbing £19,337) and carry-forward is now £109,245.

* * *

The Western Australian Government Statistician reports that during the 12 months ended June 30, 1952, imports into that state included paper stationery valued at £379,620 (£25,948 from overseas); other stationery, £206,670 (£64,784); and writing or typewriting papers, £279,945 (£266,778).

* * *

Firms selling office appliances here state that business during the year has been generally good, but could have been much better had full stocks been available. Demand for many items is unsatisfied, and there is little hope of satisfying it until imports can be secured fairly freely from the United States.

In the manufacturing field, stocks of papers, plywoods and steel have improved considerably, but general costs are still high. In this regard the Tariff Board warns that markets built up in New Zealand and South Africa have been lost through Australian prices being too high.

Office Machine Imports Rise in Mexico

Increased commerce in Mexico has been reflected in greater demand for office equipment, according to statistics released by the Bureau of Statistics of the Department of National Economy. In a five-year, nine-month period, from 1947 to September of this year, value of office machine imports has risen to $208,600,000 pesos (approximately $35,000,000 dollars in round figures, due to fluctuating exchange in this period).

Imports included calculating machines, sales registers, money counting machines, mimeographs, multigraphs, typewriters, tabulators and perforators.

During the period indicated 63,566 adding machines with a value of $110,100,000 pesos were imported; 15,147 cash registers valued at $22,900,000 pesos; 126,198 typewriters worth $67,800,000; reproducing apparatus such as mimeographs and multigraphs for a total of $4,300,000 pesos; and other equipment including tabulators, money counting machines and perforators for a total of $3,500,000 pesos. (Since the period covered included wide fluctuation in pesos during 1949 before stabilization at present levels, dollar equivalents can only be approximate, respectively $18,000,000; $4,000,000; $11,250,000; $1,000,000 and $750,000).

Calculating machines were most heavily imported, with typewriters in second place, followed by cash registers, reproducing machines, tabulators, perforators and finally money counting machines.

In the current year, from January through September office machine imports totaled $41,000,000 pesos ($4,745,400 dollars).—UTPS

MODEL 201

Popular because it can be used for adding and multiplying as well as for protecting cash . . . extremely low priced.

MODEL 201A Upright Service Station Model.

Brand New . . . has all the famous R. C. Allen protective features. Especially designed for operators who prefer the upright type cash register.

MODEL 511

Protects both stock and money. Designates merchandise or kind of service and attendant. Accumulates locked in totals of gallons of gas sold as well as money values. Handles cash and charge sales, received on account and paid out transactions.

R.C.Allen

CASH REGISTERS

designed to protect every business transaction in

• service stations • drug stores • cleaners and dyers • food stores • liquor stores • supermarkets • variety stores • barber and beauty shops • department stores • and many more . . .

designed to sell with ease

. . . all 16 R. C. Allen Cash Register models give the *most* in protection and information

. . . all 16 are famous for "2 in 1" adding machine and cash register operation within *one* unit

. . . and you can add *new customers — new profits* with our liberal "partnership" discount

Spring is HERE!

Be ready to get your share of Service Station and Garage cash register business . . . most popular models are illustrated. PLACE YOUR ORDER NOW!

R.C.Allen
Business Machines, Inc.

680 Front Avenue, N.W. Grand Rapids, Michigan

R.C.Allen *The Typewriter that Builds Customer Confidence*

Dependability is the basis of confidence. It is on this dependability that R. C. Allen Typewriter Dealers rely when selling the new R. C. Allen "Standard". THEY KNOW that dollar for dollar, feature for feature the new R. C. Allen is the greatest typewriter value on the market. And once they have tried it, THEIR CUSTOMERS KNOW IT TOO! Treat YOURSELF to a generous portion of this confidence by inquiring how YOU can become an R. C. Allen Typewriter Dealer. IT WILL PAY YOU TO KNOW!

Look at these PLUS features of the new R. C. Allen typewriter.

Instant Sight-Set Margin
The exclusive WONDER WINDOW lets you KNOW instantly that your margin is correctly set.

Less Time — More Lines
The R. C. Allen "Speed Lever" lets you set new line in a fraction of the time needed by other standard machines.

```
Now is te time
Now is the time

Now isthe time
Now is the time
```

Retyping Is Unnecessary
"Error correction control" permits deletion of characters typed by mistake or insertion of omitted characters.

Cleaning Problems Ended!
There's no dirt, no mess in changing ribbons and cleaning type on the R. C. Allen . . . ribbons, type are fully exposed.

Perfect Type Alignment
Your typing looks like fine printing on an R. C. Allen. Type is automatically aligned by the newly-designed segment ring.

. . . OTHER R. C. ALLEN FEATURES

- Beautiful design
- Long life construction
- Automatic and manual ribbon reverse
- Ribbon feeds only when typing
- Tensionized card holder
- Individual "Key-Action" tuning

Real Control Typing!
The personalized key control lever lets you enjoy typing freedom. You'll find the R. C. Allen touch-tailored for you.

Less Effort — Less Fatigue
There's no "reaching" for the properly positioned R. C. Allen carriage. Paper handles easier, there's less eye-strain.

R.C.Allen Business Machines, Inc.
680 Front Avenue, N.W., Grand Rapids, Michigan

News Notes From NSOEA District No. 4

R. E. HILBURN, CORRESPONDENT
P.O. BOX 2835, GREENSBORO, N. C.

There has been a change of ownership for State Office Supply Company, Tallahassee, Fla. **Henry S. Wrenn**, president, and **John W. Starnes**, vice-president, are the new owners. So far as I was able to learn, **Bob Kugler** is still doing the buying.

* * *

Greenville, S. C., had one of its biggest fires recently when a furniture store in the downtown section was gutted. This particular store backed up to a firm of one of "our" boys, W. A. Seybt & Company, so it gave them a big scare. However, the only damage was due to smoke and water and this was small.

When I called to check on the fire Mr. Seybt told me of the loss of his wife on November 25. Mrs. Seybt had been in ill health for about nine years. He also told me of the death of one of the old-timers in the industry, **Geo. C. Bailey**, who dropped dead in Columbia recently. Mr. Bailey had not been in the firm for a number of years but was well known during his many years with W. A. Seybt & Company.

* * *

Wonder if any of you traveling boys got a look at that "beaut" one of our newest members, **Jack Jackson**, Jackson Office Supply Company, Morganton,, N. C., was sporting? Jack had a novel excuse for it, too. Claims he got hit by a golf ball. Could be. Could be.

* * *

Our district is still busting out with new stores. **"Curley" Meyers**, until the new opening, was with Geo. Stuart in Orlando but is now the proud pap of Meyers Office Equipment Company, 321 New Haven Ave., Melbourne, Fla.

* * *

I haven't seen the "new deal" in Knoxville, Tenn. yet in Elmore Office Supply, 1815 Cumberland Ave. S.W. **Mr. and Mrs. Elmore** are skippering this one with **Albert Howard**, Tuscaloosa, Ala., having an interest.

* * *

Jeff Hudson held the formal opening of his new store at 136 S. Foster St., Dothan, Ala., on December 5. They do say it is a honey.

* * *

White Printing Company, 125 Hampton St., Rock Hill, S. C., unveiled a very smart store together with a brand new print shop in the basement. This was an event of December 8.

* * *

December 19 marked the death of one of the industry's highest regarded members, **E. Clyde Tidwell**, The Tidwell Company, Atlanta. Clyde held the position of vice-president of the firm for 28 years and was in a very large measure responsible for its growth from a small store down on Exchange Place to the modern new store on Walton St., directly across from the main post office.

* * *

A few changes here and there: **Claude A. Bibbs**, former sales manager with S. B. Newman & Company, Knoxville, has decided he could do better selling medicine with the Chattanooga Medicine Company. . . . **Frank Talbot**, formerly with Eversharp Pen Company, is now covering North Carolina, South Carolina, and eastern Tennessee for Hugh O'Neill & Associates. . . . **Harry Womack** has replaced **Clarence Sanders** as buyer for McQuiddy Printing Company, Nashville. Clarence wanted to take on an outside job. Just about the same time Harry's wife presented him with a little Womack, name of **Steven James**. . . . **Dave Woolverton**, former buyer for P. K. Smith, St. Petersburg, Fla., is now with Ritter's in W. Palm Beach, Fla. Replacing Dave at P. K.'s is **Mr. Selh**, formerly with Warren Supply Company, Nashville, Tenn. Replacing Mr. Selph is **Dave (these Daves do get around) Tavel**, formerly with Nashville Stationery Company.

* * *

Some good and some sad news from the firm of

MODERN

Simplified

of Cash Control and Recording Over-The-Counter Sales!

METHOD

INDIANA *Autographic* CASH REGISTER

- **Here is the ideal *Autographic* CASH REGISTER for any business that does cash or over-the-counter merchandising.**
- **Every sale or payment on account recorded quickly and accurately. Sales figures by commodities or departments kept easily. Paper roll on which entries are recorded moves automatically upon pulling the hand lever, the Cash Drawer glides open and a warning gong sounds. All records and figures available at end of the day for checking.**
- **DEALERS: Add the INDIANA to your line—You'll find it profitable. Write**

INDIANA CASH DRAWER CO.
SHELBYVILLE, INDIANA

Halsey-Griffith, Inc., W. Palm Beach, Florida. **Jim Waugh Jr.**, out of action for well over a year due to ill health, is expected to resume his duties very soon. The sad news was the passing of **Mrs. Griffith** on November 14.

* * *

Ben Hunt, who opened a new store in the Little River section of Miami a couple of years ago, is already expanding. Ben is adding a new furniture show room to his store and would like to have all "reps" call on him. The line forms on the right, boys.

* * *

The **Bill Sampson** and **Murray Joiner** partnership in Business Equipment Company, Ft. Lauderdale, Fla., is going to town in the new location a few doors down the same street, now 209 Las Olas Blvd.

* * *

Many thanks to **Jimmy Wilson** and **Hugh O'Neill** for the news items sent in this month. Now that I'm only covering two of the six Fourth District states this column will fade away and die too unless some more of you "S.T.'s" (Southern Travelers) join the above two "gentlemen" and do your bit. I can't write it when I don't get it and when I don't write it I'm sure the mags won't print it. That makes three things I'm sure of now—together with death and taxes.

* * *

I hear that **Ronne Rumpf** had a recent bout with a hospital but is now out and doing well. Wanna tell us all about it, Ronnie?

* * *

Mobile, Ala. has a new office firm in Waller Bros., located at 52 St. Emanuel St.

* * *

Just in case any of you are entertaining doubts about the S. T. C.'s (Southern Travelers Club) party at the forthcoming regional convention equaling the last one you should have been at their organization meeting of the local committee, together with the executive officers and a number of local members in and around Atlanta. It was held at the Standard Club on December 17. I won't let any cats out of the bag but will say this: considering the very high caliber of past parties we have plenty to shoot at I'm quite certain this one will be just as good as any we have ever given, if not bigger and better than ever.

The meeting brought together all the top "brass" including **Allen Cammack** from Burlington, N. C., **Frank Link** from Memphis, Tenn., and **Glen Moak** from Charlotte, N. C., **Jim Cooper** is chairman of the entertainment committee with **Sam Orr** and **Jake Hearn** as members.

The local committee consists of **Joe Kilpatrick, Arthur Hubert, H. R. Sweet** and **Tony Lane.** Officers of the S. T. C. present, other than Glen Moak, president, and **Frank Link,** third vice-president, were **Al Lampkin,** second vice-president, and **Charles Hucke,** secretary.

Governor Allen Cammack spoke and expressed great satisfaction over plans and progress already made on details of the party which will be held at the Standard Club on Friday, April 10.

After the meeting a luncheon was held which included the above mentioned plus a few out-of-town members of the club, a total of 32. Such a spread you never saw. If this club was open to the public ole "Huncan" would have to revert to Mr. Webster to find enough superlatives to cover the food. Governor Allen spoke at the luncheon and expressed his appreciation to the club for making our regional so successful. He was also very optimistic about another large attendance at the forthcoming regional.

Jim Cooper outlined some of the plans for our party as did Joe Kilpatrick, local chairman. Arthur Hubert pinch-hit for Mrs. Hubert, who is chairman of the ladies entertainment committee. Glen Moak, the S. T. C. president, addressed the luncheon and Charlie Hucke, as per usual acted in the capacity of toastmaster. The Standard Club is now in its new home and

NEW B & P WIRE BOUND

PRESSBOARD COMPOSITION BOOKS

White Paper

STOCK No.	SIZE	SHEETS	RULING	DOZ.	GROSS
13512 W	8⅜ x 7	50	Wide faint & margin	$3.20	$34.50
13514 W	8⅜ x 7	50	Narrow faint & margin	3.20	34.50
13515 W	10 x 8	40	Narrow faint & margin	3.30	36.00
13516 W	10 x 8	40	Quadrille 5 sq. to inch	3.30	36.00
13517 W	10½ x 8	40	Faint & margin punched 2 holes 6" C to C for Ring Binders	3.30	36.00

Packed three dozen to a carton, each dozen fully wrapped and labeled. No broken cartons.

Green Paper

13521 W	11 x 8½	50	Faint and margin 41 lines	$3.95	$43.20
13522 W	11 x 8½	50	Faint and margin 29 lines	3.95	43.20

Both the above numbers punched 3 holes 8½" C to C for Ring Binders. Packed three dozen to a carton, each dozen fully wrapped and labeled. No broken cartons.

PRESSBOARD MEMORANDUM BOOKS

Faint Ruling, White Paper

STOCK No.	SIZE	SHEETS	DOZ.	GROSS
6143 W	5 x 3, side open	60	$1.40	$14.40
6144 W	3 x 5, end open	60	1.40	14.40
6145 W	6 x 4, side open	40	1.50	15.60
6146 W	4 x 6, end open	40	1.50	15.60

Packed six dozen to a carton, each dozen fully wrapped and labeled. No broken cartons.

PRICES 10% HIGHER WEST OF ROCKIES

Standard

B&P Boorum & Pease

product

General Offices: 84 Hudson Ave., Brooklyn 1, N. Y.
Boston 10: 80 Summer St. • St. Louis 2: 115 So. 8th St. • Chicago 7: 310 W. Polk St.
New York City Salesroom: 349 Broadway, New York 13
Chicago Salesroom: 1519 Merchandise Mart Plaza, Chicago 54

Button Back
Sofa No. 960

PHOTO COURTESY MEZEY MOTORS
ARCHITECT: GEORGE SOLE

Presenting Distinctive Styling and Individuality in Leather Furniture . . .

Tub Chair
No. 100

Our furniture is designed with a thought for the dealer who is particularly interested in building customer goodwill and for the customer with discriminating taste for styling and good value.

Each piece has been selected for its fine styling, dependable construction and full value, to give our dealers and their customers a lasting satisfaction in performance.

FRANK SCERBO & SONS INC

Manufacturers of
Distinctive Upholstered Furniture

536 Pearl Street • New York 7, N. Y

Posture Swivel
Chair No. 200

A FEW OF THE MANY BEAUTIFUL CUSTOM BUILT "STYLES BY SCERBO"

the building and grounds leave absolutely nothing to be desired in beauty and spaciousness. It will make a grand spot for the travelers' party believe you me. SO BE THERE.

* * *

Here's a reminder to you S. T. C. members—the contest held last year for the Traveler's Club trophy by the field division is on again so get you busy and pile some points. Five points are given for each new field member, 25 points for each new dealer or manufacturers' member, 10 points for each two hours spent by S. T. C. member on sales meetings or with sales groups, a 50-point bonus for largest percentage of increase in field division and 100 points for the same in dealer or manufacturers' division. Last year the Great Lakes Travelers Club won the beautiful trophy and we wuz third. Donate that lead to the defense program and get busy—we want that trophy in the possession of the best travelers' club anywhere.

* * *

"Huncan Dines Again"

Way back in the beginning of this portion of the column I wrote up a restaurant in Charlotte, N. C., and now I am going to bust precedent and write it up again—for two reasons. One is that at that time the "fame" of ole "Huncan" was not so—ahem—widespread and the other is that there must be a goodly number of new members to our circle—or should I say, "my public," who missed it.

My restaurant of the month is the Chez Montet, a French restaurant as good as any at any price and certainly tops at the very reasonable prices on the menu. Anywhere from $1.00 to $3.75 will cover it, from an omelette to their famous prime ribs of beef. Not only that but this price covers "the works"—soup, salad, two vegetables, drink and desert. The French onion soup au fromage is like no other French soup you have ever curved a lip over. Service and atmosphere leaves nothing to be asked for so—why not Montet's tonight? The location—in the Mecklenburg Hotel down across from the railroad station on Trade St. Bye now.

"SERVING THE INDUSTRIAL HEART OF THE NATION"

News Notes from District No. 5

FLOYD E. ZINKHON, CORRESPONDENT
6740 ELWYNNE DR., CINCINNATI 36, OHIO

Charles Wisberg, buyer for the city of Cincinnati, died Sunday, January 11. Charlie had spent 34 years in purchasing for the city and was well known to the stationery industry travelers, who respected him for his square dealing. He will be missed by all who knew him. Our sympathy is extended to the family.

* * *

Bruce McCaleb of Pounsford Stationery Company, Cincinnati, has been laid up for the past four weeks. The doctor has told him to take it easy for the next few months. I wonder if he will?

* * *

Nate Thul of Armstrong Stationery Company, Cincinnati, is well on the mend and hopes to be in the office by the time you read this.

* * *

Jack Schafer is enjoying his annual holiday in Florida. I must ask him if he found any slot machines this year.

* * *

Big things are cooking for the regional to be held in Columbus, Ohio, June 8 and 9. Have you made your plans to attend? Don't miss it. **Bill Diehl** won't talk, but the rumors are terrific.

N. O. F. A. MARCHES ON!

IT'S RAPID GROWTH TOPS ALL RECORDS

A BIGGER and BETTER SHOW
MORE PRODUCT EXHIBITS
GREATER VARIETY
BIGGER ATTENDANCE

N.O.F.A. invites you to come to the Cleveland Public Auditorium, Cleveland, Ohio, on April 26-27-28-29 to attend its 7th Annual Convention and product exhibition.

More Elaborate Program

Hear excellent speakers on timely and pertinent topics including Sales, Personnel and management problems, Store and window display, product education, inventory, freight rates, taxes and government regulations.

Gigantic Exhibition

The world's biggest show of its kind staged in Cleveland's Public Auditorium where will be seen displayed to best advantage a large variety of the newest and best in office furniture, equipment and accessories.

DON'T MISS THIS BIG SHOW!
IT'S THE BEST YET

Make a note of the important dates and send in your reservation now.

★

JOHN R. GRAY, *Executive Director*

NATIONAL OFFICE FURNITURE ASSOCIATION
175 FIFTH AVENUE NEW YORK 10, N. Y.

New Service Station
for
Justrite
ENVELOPES

Modern Production Plant Now in Operation at Atlanta, Ga.

Means Quick Delivery in All Adjoining Territory

The Justrite policy for 35 years has always been dealer cooperation. With these added manufacturing facilities we can improve our delivery schedule and add some new accounts.

Dealers who want a direct factory connection on a complete line of standard and specialty envelopes, produced by an organization who protects your accounts —handle all your plain or printing orders in a confidential manner — make drop shipments under your label, are invited to write for our price list and full information.

JUSTRITE ENVELOPE MANUFACTURING CO.

58-60 Gilmer St. S. E. Atlanta, Ga.

OR TO THE HOME OFFICE

The Justrite Line
ENVELOPES

Northern States
ENVELOPE COMPANY

Chicago Saint Paul

News Notes from NSOEA District No. 7

MERRILL D. HASTY, CORRESPONDENT
7 CENTAL AVE., WAYZATA, MINN.

From the land of the sky blue waters . . .

The latest news is on fishing. Many are having very good luck including **Wally Hubbs** of Thomas & Grayston Company, who caught a number of three pound and five pound walleyed pike, and also several northern pike.

* * *

Let's mail a card to **Bruce Blackbourn** of Blackbourn Forms. Bruce is in the Eitel Hospital in Minneapolis. His hand was crushed in an embossing press. Do it now!!

* * *

Myron Haroldson of Jamestown, N. D., is in the Veterans Hospital, Minneapolis, and his father is in St. Mary's Hospital, Minneapolis. Cards are always welcome.

* * *

The **Jim Ellingsons** are the proud parents of a girl. Congratulations. Jim represents the A. & E. Office Supply Company of Duluth.

* * *

Eddie Friedmann was our guest of honor during the holidays at a luncheon. Eddie looks and feels like a million. A background of adhesive keeps his many friends well attached.

* * *

Lee Stack, formerly of Rice Lake, Wis., has opened an attractive store in Decorah, Iowa, located at 308 W. Water St., under the name of Stack Office Supply Company. Lee cordially invites the travelers to visit him when in the vicinity.

* * *

Graphic Forms Company of Nevada, Iowa, manufacturing wholesale printers for stationers, held open house for many dealers and friends in the Des Moines area recently at the Hotel Savery in Des Moines. **John Holley** is manager and owner.

* * *

Des Moines' fastest growing stationers, The Ahern-Pershing Company, has recently moved into new and much larger quarters one block west at 905-07 Locust St. All the travelers join with congratulations and best wishes for your continued success, Bill and Jim, and let us know when your formal opening will be.

* * *

We welcome a new member to the Northwest Travelers Club, **James (Jim) Bradley**, for many years associated with Zaisers of Des Moines. He is now with Herring-Hall-Marvin Safe Company, covering the states of Iowa and Nebraska. Lots of success, Jim.

* * *

Ray (Eye-Ease) Hammond will soon be on the road again with new commercial products and 1953 school line. He reports that the National Blank Book Company will hold a general sales meeting in Chicago soon.

* * *

It seems our dealer friends know how to enjoy a long life. Nelson Whitehill and the Mrs. will soon leave on one of their many annual vacation and fishing trips. This time it's to the sunny Southland, some time in January. We all envy you, Nels, and wish we could go along. Have a swell time and report (honestly) just who caught the biggest and most.

* * *

Fred Foster passed away at the age of 63, survived by his widow, two brothers and two sisters. Services were from Washburn McReavy Chapel. For many years Fred represented Louis F. Dow Company, one of the first stationers in Minneapolis. He also represented Globe Wernicke Furniture Company. He was a city salesman and buyer for Poucher Printing Company, and a salesman for Midland Paper Company.

* * *

"Every time you help the other fellow up the hill you get a little higher yourself."

From faraway lands...

from ancient trees...

from genuine diamonds...

Comes the Magic of Ticonderoga!

Graphite for its waxed leads comes from the Indies, is blended with clay from Bavaria. Its wood is aromatic, age-old California cedar. Diamond dies mold the lead to perfection. Ticonderoga is truly the *magic pencil!*

These facts are full of meat...you can sink your teeth into them. And your pencil customers will read these facts in leading magazines. Ticonderoga is not just another pencil...it is a pencil you can *talk* about, a pencil you know is loaded with quality.

Your customers will read about Ticonderoga's exclusive *Leadfast* construction, its smooth writing, perfect sharpening and durability. And this year, as always, you can ask for Ticonderoga's dramatic, powerful dealer aids—window displays, streamers, blotters for your imprint...*Ticonderoga is the pencil that sells.*

Get those sales in your store. Write to address below:

JOSEPH DIXON CRUCIBLE COMPANY, Pencil Products, 98-J2, Jersey City 3, New Jersey

LIQUID DUPLICATORS

ADD UP all the Copy-rite features—its simplicity, ruggedness, better work and lack of service problems—and you come up with this answer: COPY-RITE IS *EASY* TO SELL —*STAYS* SOLD—HELPS *YOUR* BUSINESS GROW THRU SATISFIED, REPEAT CUSTOMERS.

On this, or any other logical basis, Copy-rite is the profitable line for you to handle. **WRITE FOR FACTS!**

WOLBER DUPLICATOR & SUPPLY CO., 1203 Cortland St., Chicago 14, Ill.

In and Around Eighth Region with Midwest Travelers

BY E. J. MITCHELL, CORRESPONDENT
329 BELT AVE., ST. LOUIS 12, MO.

Our West Coast carrier pigeons brought news recently of the honor paid to two of our former good members by the Golden State Travelers Club—**Ralph Maneval,** A. W. Faber-Castell Company, and **Peter C. Masterson,** Acco Fastener Company. They were nominated for the presidency with the final count favoring the latter. Congratulations, Pete, from your old friends.

* * *

Appointments of chairmen of various regional convention committees of the Midwest Travelers Club have been made by President **Dave Neuhaus** as follows:

General arrangements—**Tom Seward,** Speed Products Co., Inc.

Entertainment—**Jack Low,** chairman; co-chairman, **Dick Fuller,** Smead Manufacturing Company.

House of Friendship—**Bill Froehle,** Boorum & Pease Company, chairman; co-chairman, **Bill Cromwell,** Eaton Paper Corp.

Publicity—**E. J. Mitchell,** manufacturers' representative.

Reception—**George Rocker,** W. H. Gunlocke Chair Company, chairman; co-chairman, **Al Perry,** Carpenter Paper Company.

Ladies' entertainment—**Clint Cooper,** Esterbrook Pen Company, chairman; co-chairman, **Lee Gamel,** Bates Manufacturing Company.

Two Leading St. Louis Stationers with their Backs to the Wall . . . Alex J. Bartens (left), vice-president of Shallcross Ptg. & Staty. Co. and president, Stationers Assn. of Greater St. Louis, and William Schmiederer of Buxton & Skinner Ptg. & Staty. Co., affectionately known as the "Dean of the St. Louis Stationers."

* * *

The two veteran Eberhard Faber Company midwestern representatives, **Bill Bohart,** St. Louis, and **"Senator" Bill Pickering** of Davis, Okla., left St. Louis in mid-December for New York to attend the Faber annual sales meeting at the home office.

Mr. Bohart was high on the list of Faber salesmen in a company contest, the winner of which will be awarded a two-week cruise to Cuba and South America for self and wife, so is pretty happy. The winner may be on deck by the time this goes to press.

* * *

En route through St. Louis **"Senator" Pickering** reported in by phone and stated his health is much improved and his ambition and energy at top pace. Take good care of yourself, Bill, as our country needs good Democrats like you.

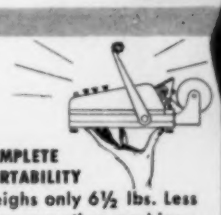
* * *

December ushered in an annual sales meeting at the home office of Wallace Pencil Company in St. Louis, and the company "bigwigs" were honored with the attendance of Vice-President **Ed McCully** of New York and **Dick Steding** of the Chicago office, as well as representatives from all points of the United States. The company reported the closing of a very satisfactory

IT'S 4 TO 1
with SWIFT
ADDING MACHINES

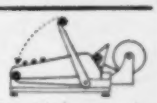
Surveys show that 4 times as many customers can—and will buy a SWIFT because . . . ONLY SWIFT offers these 4 Great Features at

$99.50 plus tax



COMPLETE PORTABILITY weighs only 6½ lbs. Less than any other machine

VISIBLE ADDING DIALS for continuous totals



SHORT STROKE for high speed, one-hand operation

GREATER CAPACITY 9 column addition and multiplication

SWIFT has 12 other features usually found only in expensive machines. Every SWIFT machine is *guaranteed*. Fill out coupon below for complete profit-making story. *No obligation.*

SWIFT BUSINESS MACHINES CORP.
Great Barrington, Mass. Dept. O

Send free information about Swift Adding Machine.

NAME.....
COMPANY.....
ADDRESS.....

THESE CHAIRS WILL MAKE YOU . . .

FAMOUS

The Gregson 160 group, in Oak and Pecan woods, finished in Light Oak, Saffone Oak, Walnut and Mahogany.

You'll be famous for having the best chair values in town by selling your customers the *Gregson* 160 group. Rigid, top quality construction for lifetime wear . . . these chairs can be sold at popular prices.

Seat is deeply saddled; edges well rounded and smooth; best materials used in finishing. Swivel chairs have full 2 in. double ball-bearing casters.

Yes . . . the *Gregson* 160 group are good chairs for very little money. Both you and your customers will be pleased at the quality and price.

Dealer Inquiries Invited

Gregson

GREGSON MANUFACTURING COMPANY

Manufacturers of Office and School Chairs

LIBERTY, NORTH CAROLINA

year of sales and profits—which is good news to all.

* * *

The Stationers Association of Greater St. Louis entertained members and wives on Friday evening, December 19, with a fine Christmas party in the Alexander Room of the Melbourne Hotel. (This room was not named for **Alex Bartens,** president of the local association) with **A. J. Bartens** presiding.

Izz Voda of Wallace Pencil Company, **Bill Froehle** of Boorum & Pease Company, and **Hugh Green** of W. A. Sheaffer Pen Company, and **Dick Fuller** of Smead Manufacturing Company, operated the bingo games. Toys, which were brought by each guest, were collected and later were taken to one of the children's homes for Christmas gifts.

* * *

Our friend, **Jesse Peck,** president of Springfield Stationery Company, Springfield, Ill., and Governor of District No.6 , NSOEA, is very busy with plans and preparations for his district convention to be held at the Leland Hotel in Springfield, March 26 and 27.

All who plan to attend this gathering should make hotel reservations immediately to avoid the last-minute disappointment. This will be the first of the several conventions to be held in the Middle West and Jesse promises a mighty good one. He is the guy who can produce it, so make your plans now to attend this great convention. The Great Lakes Travelers Club will play a prominent part in the Sixth District convention just as it always has.

* * *

Also, don't forget the District No. 8 Convention will be held in Kansas City, Mo., at the Muehlebach Hotel on April 23-24 under the direction of Governor **Vaughan T. Williams** of Schooley Printing & Stationery Company.

It is also necessary to make early hotel reservations here to be assured of the type room most desired. **Paul S. Baird** of Geo. E. Baird & Son, Kansas City, is in charge of convention hotel reservations. So contact Paul soon.

* * *

Alex J. Bartens, vice-president, Shallcross Printing & Stationery Company, St. Louis, and president of Stationers Association of Greater St. Louis, with **Mrs. Bartens,** spent parts of November and December relaxing under the Florida sun. They returned to St. Louis for the holiday season and in time for the St. Louis industry Christmas party.

Mathematical Wizard Visits Friden Plant . . .

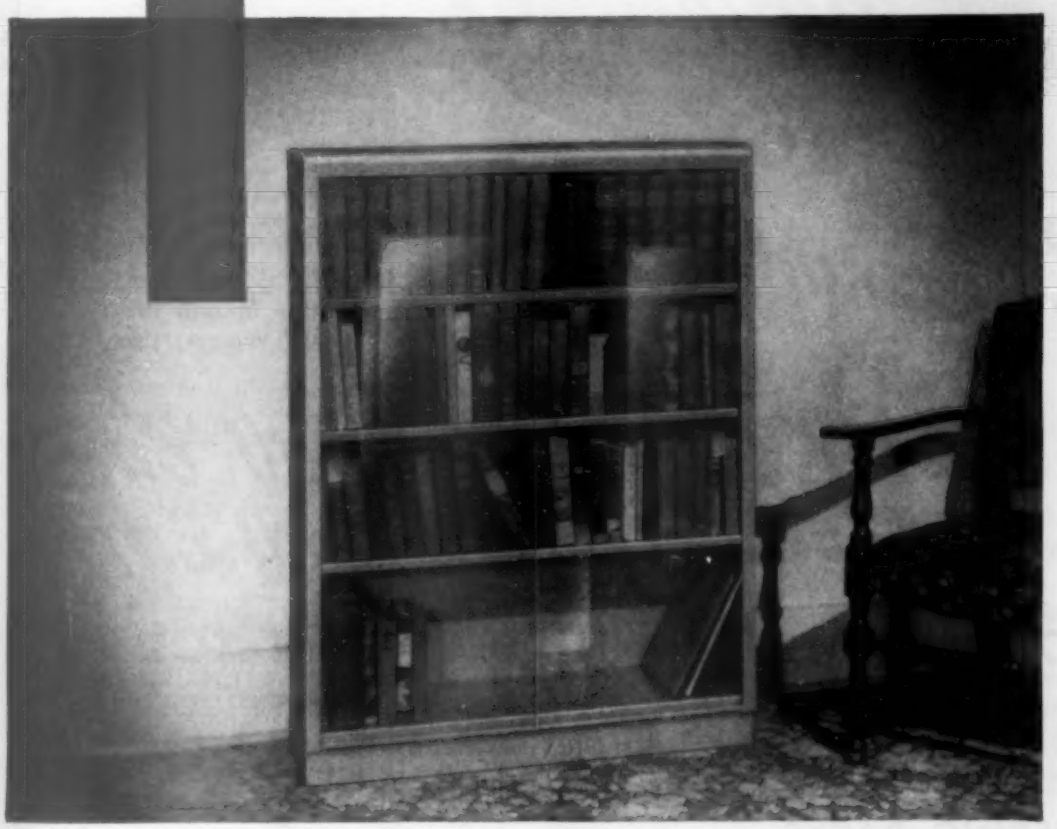
Shakuntala Devi of Bangalore, India, who displays unusual ability to give immediate answers to square, cube, and even seventh root problems, visits the Friden Calculating Machine Co., Inc., plant at San Leandro, Calif. With her are John M. Lund (left), executive vice-president and general manager, and the co-inventors of the Friden Square root calculator, Don Rolph and Grant C. Ellerbeck. The Friden was used to check her accuracy on two T-V programs.

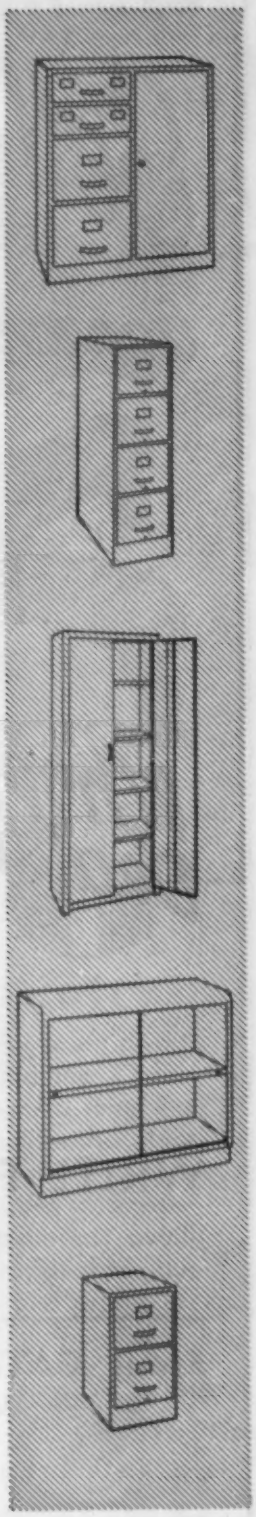
Upcoming Home-O-Nize Cabinet Line

Scores hit with these *distinctive bookcases*

A new approach in design and construction has led to rapid success in this attractive Home-O-Nize Bookcase series. The strong, unitized type of fabrication planned for economy of material, increased space, better appearance and greater service life has also resulted, happily, in a lower manufacturing cost. Thus you can give customers the advantage of low price, fine appearance and extra utility—right now—when these things mean a great deal to the purchaser. In fact, you will find the entire H-O-N cabinet line to be attractive merchandise that will please your trade—and you, too. Write for specification data and prices on the Home-O-Nize Bookcase series—described above—now ready in seven models.

The Home-O-Nize Co.
MUSCATINE, IOWA





Model 48B Bookcase. 48H x 34½W x 11¾D. Three adjustable shelves on 2" centers. Sparkling, rolled-finish, thick sliding glass doors. Handsome baked enamel finish in grey or green over rust-resistant bonderize coat. Good craftsmanship apparent in design, construction, and appearance. List price $59.50. Model 48A—(open front) list price $39.50. Dealer Discount from list prices shown: 40% on 1 to 6; 40 and 5% on 6 or more. Models may be assorted to obtain quantity discount.

Designed with Distinction • Priced for Competition • Office Supplies by Home-O-Nize

Tell 'Em and Sell 'Em

how they can collate papers at half the cost and in half the time★

Evans **GATHERING RACKS**

Guaranteed to **COLLATE FASTER** — *and with* **MORE ACCURACY** *than any other collating aid on the market!*

Whopping Dealer Discounts

★ many offices are so in the habit of gathering bulletin pages or sorting papers from piles on tables—they don't know there is a modern way to do this. This work can be done in half the time and at half the cost with *Evans* GATHERING RACKS

YES You Can Tell 'Em ... and Sell 'Em!

WRITE FOR FULL DEALER INFORMATION TODAY

EVANS SPECIALTY CO., INC.
404 N. Munford St., Richmond 20, Va.

Evans* GATHERING RACKS *are Advertised To Your Customers In

AMERICAN BUSINESS • THE OFFICE •
MANAGEMENT METHODS • OFFICE EXECUTIVE
GRAPHIC ARTS MONTHLY • INLAND PRINTER

Pacific Northwest Notes

C. M. LITTELJOHN, CORRESPONDENT
918 12TH AVE. N., SEATTLE 2, WASH.

The Puget Sound Office Equipment, Inc., with sales salon at 102 S. 12th Ave., Tacoma, Wash., recently staged a brilliant premiere of the new Guild Gallery show rooms with exclusive exhibits of the Executive Furniture Guild of America paraded for Tacoma people for the first time in adequate setting.

This office furniture organization featured the very newest pieces for business executives and office managers—model offices complete as to furnishings and color schemes, actually built in the store.

* * *

Led by **Clarence Schulze,** chairman of tours of the Seattle Chamber of Commerce, and sales supervisor for Remington Rand Inc. in that city, a group of stationers and other businessmen made the final good will tour of the 1952 season into the southern section of the Pacific Northwest state. **Clark Cram,** manager of the sales department of Lowman & Hanford Company, Seattle, Wash., also made the trip, in company with business and industrial associates in Seattle. Mr. Schulze guided the caravan into Centralia, Wash., for lunch, then dined with the Chamber of Commerce of Longview, Wash., where the party passed the night, going on the following day to Vancouver, Wash., for luncheon before returning to Seattle.

* * *

System Inc. of Tacoma, Wash., has recently been duly formed and incorporated for an office supply business with capitalization of $50,000, by the following incorporators: **Ernest W. Gerger** and **Helen H. Browne** of 714 Pacific Ave. and **Joyce W. White** of 1222 Puget Sound Bank Building, all of Tacoma. Shortly after this incorporation the company changed its name to the Universal System Inc., by means of an amendment to its incorporation papers filed with the Secretary of State at Olympia.

* * *

Absolutely gratis the John W. Graham & Company, Spokane, Wash., made presents of highly personal records of children's voices of Spokane, as part of this large firm's Christmas celebration. Spokane mothers brought their little offspring to Graham's during the pre-Christmas shopping season, and these youngsters had a go at the white-whiskered gentleman, a record being made of their wheedlings and whispers.

* * *

Taking a large stride forward, the H. & M. Duplicator Corporation has recently moved from its old address at 906 Second Ave. to finely-lighted and more commodious quarters just a few steps distant at 910 Second Ave., where the office equipment firm is now located.

* * *

Plans for a change of residence are ahead for **Thomas M. Pelly,** president of Lowman & Hanford Company of Seattle, and newly-elected U. S. Congressman. He expects to make his permanent home and residence in Kitsap County, Wash., when he has started his career as congressman. When he has secured a good home in Washington, D. C., where he will live when Congress is in session, he and his wife, Mary, expect then to sell their Seattle residence and settle permanently on the old family place near Port Blakely on Bainbridge Island in Puget Sound. This is a brief ferry ride from Seattle, where most of the Lowman stationery stores which he heads are located.

* * *

G. H. Williams, long in the stationery field in Seattle, Wash., and president of the Seattle Art & Photo Supply Company, has launched construction of a new building for his firm, which he expects to occupy sometime in January at 359 Roy St. This will house the concern's sales, service, processing and warehouse facilities under one roof.

* * *

The Paulson Office Supply at 109 Park Ave., Renton,

Indiana Chairs

BIG

profit opportunity

There is a BIG opportunity for profit awaiting you when you feature Indiana Chairs. Indiana Chairs are a BIG item—a long line of truly fine upholstered and all-wood office chairs.

Expert craftsmen, with decades of experience, employing the finest materials available, build Indiana Chairs to appeal to your customers . . . to make sales and profits for you.

Investigate the BIG opportunity. Write today for the new Indiana chair catalog.

Indiana Chair Co. INC.
JASPER, INDIANA

MEMBER OF WOOD OFFICE FURNITURE INSTITUTE

SCHOOL EQUIPMENT & SUPPLY DEALERS

ROWLES is the dependable source for all your SCHOOL EQUIPMENT

- ★ Classroom Seating
- ★ Primary Furniture
- ★ Tables & Chairs
- ★ Library Equipment
- ★ Playground Equipment
- ★ Vocational Furniture
- ★ Teacher's Desks
- ★ Misc. Classroom Equipment
- ★ Chalkboards
- ★ Bulletin Boards
- ★ Aluminum Chalkboard Trim
- ★ Framed Blackboards
- ★ Blackboard Erasers
- ★ Window Shades
- ★ Darkening Shades
- ★ Darkening Channels

Rowles offers you a complete line of high quality School Furniture and Equipment—everything you need to provide your customers with the specialized kind of service they need.

Rowles School Equipment has been a favorite for more than 50 years. Make Rowles your headquarters for all your school equipment needs. Enjoy the benefits of the Rowles trademark, the convenience of one centrally located source . . . and the profits on *every sale* you make.

Write for the latest Rowles School Equipment catalog and complete information on the Rowles Dealership program.

E. W. A. ROWLES COMPANY
ARLINGTON HEIGHTS, ILL.

ROWLES
School Equipment

Wash., has expanded with a host of arts, crafts and hobbies articles, in addition to loads of stationery and office supply materials featured by this store in the area south of Seattle.

* * *

Bert Hagg of Lowman & Hanford Company, Seattle, was recently elected treasurer of the Advertising & Sales Club of the city, taking office January 6.

* * *

Succeeding **Thomas M. Pelly** as president of the Washington State Far East International Trade Fair is **E. E. Krogh.** Mr. Krogh has already assumed office to direct this extensive trade fair, for which $100,000 will be raised in Seattle. Before leaving Mr. Pelly set the ball a-rolling for the large sum that will assure ample space and facilities for the attraction of a larger group of exhibitors from the Orient and Pacific nations than last year. Date of the fair will shortly be set.

* * *

Exhibiting a quarter million dollars of office equipment, a 1953 office equipment exposition will be held June 11-13 at the Olympia Hotel, Seattle, Wash., in conjunction with the seventh annual National Office Management Association's Area 12th Conference. In announcing the dates and details of the office equipment showings, **Carl B. Schoeggl,** president of the Seattle chapter of the National Office Management Association, stated that the exposition will feature the growing application of electronics in office operation and machines, the theme of the conference being "Imagineering"—imagination in office engineering and management. **J. B. Andrews** of Seattle, the organization's international president, will be one of the main speakers at the conference. More than 600 members of the NOMA chapters throughout the states of Washington, Oregon, Idaho, British Columbia, and Alberta, Canada, are expected to attend.

* * *

Johnson's, Inc., office supply business at 23 S. Mission St. Wenatchee, Wash., with the sprightly slogan "Service With Everything We Sell," has recently been appointed new dealer in the area of Central Washington and "The Big Red Apple" for the new Smith-Corona typewriters.

* * *

Clayton W. Smith, head of the Royal Typewriter Company, Inc., with office and sales rooms at 510 S. 11th St., Tacoma, has been recently elected a member of the Tacoma Chamber of Commerce.

* * *

Al Osborn and **George Abelsett,** heading the Tacoma Office Supply Company with a large store at 1109 A St., Tacoma, are pleased to have participated in construction of the beautiful new Tacoma Public Library Building, of modernistic design and contents. The partners mentioned have furnished the entire system of new filing equipment that has been extensively used in this model building.

Stationers, Inc., at 926 Pacific Ave., and at 927 Commerce St., Tacoma, Wash., was selected to equip the spacious office of **Howard M. Rowe,** librarian of this fine new library, with an excellent set of desks, tables, and office equipment.

* * *

Formerly in the fountain pen and pencil business on the West Coast, **J. R. O'Donnell** is now head of the J. R. O'Donnell division of the Coast Mountain Sales, Inc., which he has created after purchasing the interests of Gene Anderson in the Coast Mountain corporation. He will manage the firm in Portland, Ore., where he had been sales manager of Eversharp, Inc. He had also been sales manager of the Pacific Coast region for the Eversharp organization.

* * *

The Moore Business Forms, Inc., has established a new branch of its carbon and other manifolding forms for many businesses in Bremerton, Wash., "Navy Yard City of Puget Sound." This new set-up at 610

IN THIS TEMPLE
AS IN THE HEARTS OF THE PEOPLE
FOR WHOM HE SAVED THE UNION
THE MEMORY OF ABRAHAM LINCOLN
IS ENSHRINED FOREVER

Everybody knows where the Lincoln Memorial can be found . . . *but*

how many newcomers, transients and other prospects in your community know what products and services you sell?

Tell them easily and economically through the 'yellow pages' of your telephone directory. Surveys the country over prove that 9 out of 10 shoppers use the 'yellow pages' to find the buying information they need.

The 'yellow pages' introduce your business and sales story in homes, shops and offices all over town. They lead new prospects to you and serve as a constant reminder to old customers.

Why not let 'yellow pages' advertising tell everybody where you are located and what merchandise you offer?

AMERICA'S BUYING GUIDE

FOR OVER 60 YEARS

CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE FOR MORE DETAILS

NOW! Reproduce anything...

✓ PRINTED
✓ DRAWN
✓ Written
✓ PHOTOGRAPHED

In black and white or color
WITH THIS AMAZINGLY VERSATILE

RONEO "500"

RONEO is the most versatile duplicator ever designed . . . Efficient, fast and automatic, it delivers clear, sharp copies in any quantity desired . . . cuts running cost to the bone.

AUTOMATIC INKING CONTROL . . . Prevents ink-stained hands. Put the ink in the cylinder and forget it. Roneo inks give at least twice the number of copies per lb. of ink.

25 SECOND COLOR CHANGE . . . Interchangeable color drums for clean, fast changes.

DOUBLE-SIDED WORK . . . Can be done on all normal duplicating papers without slip-sheeting—a big time-saving feature.

PLUS MIMEOGRAPHING *Without stencil-cutting*

This exclusive Roneotronic process makes it possible, for the first time, to produce high class reproductions of halftones—pictures or photographs—in fine detail on a stencil duplicator. Write for complete details.

Compare!
its low price
only $690*
*Model 500 shown with FULL REAM FEED

ADDO MACHINE COMPANY, INC.
145 W. 57th St., New York 19, N.Y.
Exclusive U. S. Distributors for Addo-X Adding Machines—Roneo Mimeo Machines—Multo Calculators

Fourth St., will serve both Kitsap and Olympic peninsulas, and will be under the direction of **Larry Lohr**, who formerly covered the area for the Moore corporation from its Olympia office. He is a graduate of the University of Washington at Seattle, class of '49, majoring in Business Administration. He has been in the manifolding business for four years, and recently has been with Moore in its Seattle-Everett territories.

* * *

Chet J. Blum of the Clary Multiplier Corporation, office equipment firm, at 2710 Second Ave., Seattle, has been elected to membership in the Seattle Chamber of Commerce.

* * *

"Everyone interested in Commercial Stationery, Office Supplies and Printing" was cordially invited to the opening day ceremonies staged at the newly remodeled Pacific Stationery at 415 S.W. Second Ave., near Washington St., in Portland, Ore. Businessmen and women were on hand to accord compliments to the management of this extensively remodeled stationery enterprise and to view the fine array of office equipment and office supplies arranged in the glamorous surroundings.

* * *

Performing on the new Royal Portable this November in Seattle, **Cortez Peters**, demonstrating those machines, drew flocks of women stenos and office secretaries to his shenanigans in the spacious stationery and typewriter department of The Bon Marche. In downtown Seattle, Mr. Peters drew amazed "oohs" and "ahs" as he typed with what seemed like almost the speed of sound, or sound of speed, in bright red mittens, turning out perfectly spelled "copy" which he held up to view.

In addition to this stunt he typed even faster when he wrote the word "angle" faster than his awe-struck viewers could clap their hands together, and copied, in this "fastest typewriter show on earth," some prose at a healthy clip while reciting—during these political times—some humorous verse about a Congressman. Moreover, he repeated this excellent show—far from "stationary"—at the Northgate store of The Bon Marche, at the northern portals to Seattle, adding for good measure a musical tap dance on the Royal machine he was promoting.

In order to rise to the top as "World Champion Typist," Mr. Peters has hit a tremendous pace, knocking out 141 words a minute. He's been on the road for the Royal Typewriter Company for some 16 years and runs three typing schools of his own. He began to win speed tests at 13 years, and at 18 held the world's amateur title . . . winning in 1946 the world's undisputed championship on the portable.

* * *

Office machines and office equipment especially adapted to high school students hoping for places in offices were supplied by H. D. Baker Company, "business equipment specialists," at 1007 Pacific Ave., Tacoma, Wash., for the newly built Bethel High School in Tacoma. The Baker company put in the business machinery for training the young stenos, office ladies and office managers of tomorrow.

The Visell Company, stationers at 916 Pacific Ave., Tacoma, Wash., were called upon to furnish office supplies and stationery items for the new school.

* * *

The International Business Machine Corporation's earnest employment quest, needling every haystack of education for young electronic-engineer possibilities in the Business Machine World of Tomorrow, continued in Tacoma, last November. Much advertising space was used to unearth 21-to-32-year-old possibilities who could be trained for fine new jobs in this brighter business machine world. IBM has been seeking especially those with electronic experience in the army.

The Chair that GOES Everywhere

GUNLOCKE'S UTILI-CHAIR

IN GENUINE WALNUT AND QUARTERED OAK

CONFERENCE ROOMS
public buildings, schools, factories, cafeterias

MEETING ROOMS
lodges, lobbies, hotels, restaurants, churches

1949S

DEPARTMENT STORES
banks, radio stations, optical stores, showrooms

HOSPITAL ROOMS
clinics, waiting rooms, beauty and barber shops

ALL OFFICES
Here's a chair that goes in every office.

FOR IMMEDIATE DELIVERY

Yes, the Utili-Chair goes everywhere because it's a chair of a hundred uses. And from the seasoned walnut and quartered oak to the hand-rubbed finish, it's a Gunlocke Chair. Yet you may offer this guaranteed chair at a remarkably low price . . . one that will mean quick turnover and handsome profits to you.

The Progressive **W. H. GUNLOCKE CHAIR COMPANY**

WAYLAND, NEW YORK

another "*First*" for BORROUGHS

designed for YOU

to SAVE you

- **SPACE**
- **TIME**
- **MONEY**

PRODUCTS

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3002 NORTH BURDICK amp KALAMAZOO, MICHIGAN

BORROUGHS SHIP-A-UNIT *Carton*

America's most advanced idea in packaging

1 **SHIP-A-UNIT** is easy to handle and easy to store, whether it contains a storage cabinet, storage unit or library shelving.

2 **SHIP-A-UNIT** saves valuable and needed storage space.

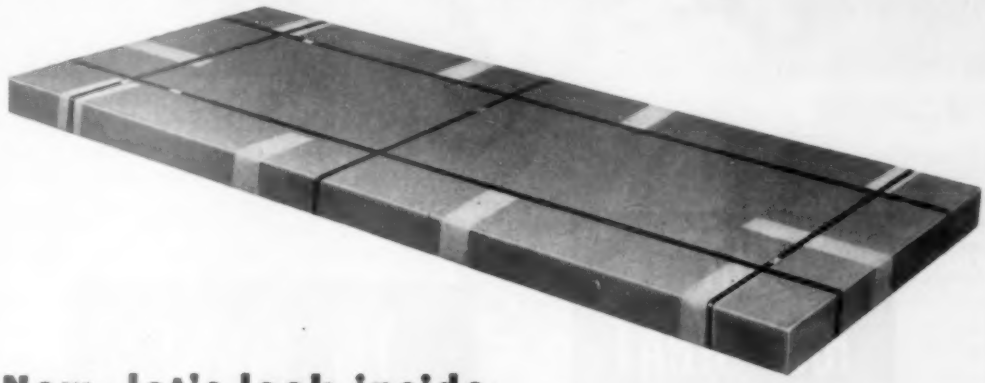
3 **SHIP-A-UNIT** takes guesswork out of inventory-taking, saving you time and money.

4 **SHIP-A-UNIT** has every part in one package. No lost parts—every package is a complete unit.

5 **SHIP-A-UNIT** makes assembly easier and quicker, saving you time and money.

6 **SHIP-A-UNIT** saves repackaging costs, and simplifies delivery.

Did you ever see packaging more compact?



Now, let's look inside

The New Alma 1100 Economizer Series features among other improvements, recessed full length center legs and solid metal drawer pulls.

THIS IS THE DESK

THAT HAS WHAT IT TAKES

TO MAKE EVERYBODY HAPPY

SELL the New Alma 1100 Economizer Series for general office use and you please everyone from office manager to clerk.

Better than ever in beauty, construction and trim, the famous 1100 Series continues its leadership in qualities which have always made it the choice of believers in Wise Economy.

Ask for literature and price list on the New Alma 1100 Series Today.

BETTER DESKS ARE MADE OF WOO

ALMA DESKS Wise Economy HIGH POINT, N. C.

ALMA DESK COMPANY

HIGH POINT, NORTH CAROLINA

Alma

The J. K. Gill Company welcomed to its 5th & Stark St., Portland, Ore., store, the Oregon poetess Blanche DeGood Lofton, and invited all comers to a big "Autograph Party" held in her honor in the stationery store's book department.

* * *

Lowman & Hanford Company, of Seattle, Wash., staged an "all-out" party for employees and their families as a salute and honor this November to a veteran employee. **William Quinn,** oldest employee of this business, was the recipient of the honor. It was attended by some four hundred employees and members of their families. Mr. Quinn has put in a half-century of faithful service at "Lowman's." **Thomas M. Pelly,** head of the firm, was on hand to do the honors, passing out awards, and 28 service pins to other employees of the company who have been with his organization from 25 to 46 years.

* * *

George Evans, purchasing agent for Bushong & Company, office equipment house of Portland, Ore., took low gross honors and a trophy with a superb "80" scored at the golf tournament staged by his brother purchasing agents of Oregon's industry—his fellow-members in the Purchasing Agents Association of Oregon. **Mr. Evans** won his golfing spurs in that recent event on the links at Columbia-Edgewater, where the tourney was staged.

* * *

Taking a prominent part in the annual Manufacturers' & Distributors' Night, staged this November in the Olympic Hotel of Seattle by the Washington Manufacturers Association, were many of the leading stationery houses of Seattle, with their executives, salesmen, and exhibits on hand. Many prizes were offered and among winners were **Hi Running** of the Gibb Associated Stationers of Seattle, who secured the $10.00 gift certificate put up by the Northwest Envelope Manufacturing Company; **John Tuttle** of Lowman & Hanford Company, winner of a certificate from the Sumner Iron Works; **R. E. Carmichael** of H. & M. Ribbon & Carbon Company, of Seattle, who won a car sac from the Washington Machinery & Storage Company; **Dick Chapman** of the Standard Paper Company, winner of a gift certificate given by the Hydraulic Supply Manufacturing Company; and **Robert Brown** of the Northwest Envelope Manufacturing Company, winner of a large sack of flour from the Fisher Flouring Mills Company.

Four sets of pencils were put up as prizes by the General Pencil Company of Seattle; a pen and pencil set by the Gibb Associated Stationers; a barometer by Lowman & Hanford Company; a cigarette lighter by Moore Business Forms; a clock by the Time Equipment Company; two desk pen sets by Trick & Murray; two household paper assortments by the West Coast Paper Company, and $10.00 worth of paper goods by Zellerbach Paper Company.

* * *

Technical training on modern office machines and equipment for the business world was thrown open to inspection when "Open House" was staged in November at the Edison Technical School, a part of the Seattle public school system. A battery of business equipment, work of the classes and faculty were on hand for approval.

* * *

Wesley Wills, well-known to the stationery trade of the Pacific Northwest, particularly in Portland, Ore., has been promoted to a sales position with Consolidated Freightways in Seattle, Wash. He came from that firm's Portland terminal, where he had been since joining the company earlier this year. Before going to Consolidated, he had been with Carter, Rice & Company of Oregon, paper wholesalers, where he became widely known in the stationery field.

B192E *Electric Printing Calculator*

barrett

TEN-KEY PRINTING CALCULATORS

ADDING AND LISTING
DIRECT SUBTRACTION
MULTIPLICATION
DIRECT DIVISION

The two models shown here, the Barrett Electric B192E and the Barrett Hand Model B192, are designed to save machine hours continuously—*for years to come.* Both have many exclusive features, precisioned by Monotype.

Dials visible at all times and all calculations are shown on printed proof. Special Multiply Key, as easy and simple as adding. Transparent paper cutter for complete visibility. Items and totals up to 9,999,999.99.

b.

BARRETT ADDING MACHINE DIVISION
Lanston Monotype Machine Company
Twenty-fourth at Locust St., Philadelphia 3, Pa.

B192 *Hand-Operated Printing Calculator*

LOOKING FOR A

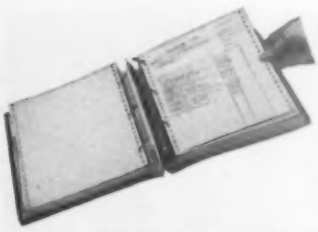
Demand Product?

Dealers everywhere are satisfying customers' demands for an improved housing for marginal punched forms with CESCO'S

THIN-PRONG BINDERS

An ideal companion to Cesco's popular THIN-POST BINDER, here is a practical closed-back prong binder designed specifically for detached marginal punched forms as used in registers, tabulators, typewriters and teletype machines.

No additional punching is necessary since the marginal punching of these forms fits perfectly on the precision aligned prongs.



Easy insertion and removal of any forms, without disturbing the other forms in the binder. Spring action catch that opens quickly and locks automatically. Available in a wide range of sizes with 2" capacity.

SEND FOR CATALOG "L" DESCRIBING OUR COMPLETE LINE OF BINDERS AND ACCESSORIES FOR MARGINAL PUNCHED FORMS.

Cesco

THE C. E. Sheppard co.

44-07 Twenty-First St. Long Island City 1 N. Y.

POTLATCHING with the OREGON TRAIL TRAVELERS

KEN DICKENSHEET, CORRESPONDENT
1020 Y STREET, VANCOUVER, WASH.

"Life can be beautiful" department, Travelers Division. **Mr. and Mrs. Bob (American Pad) Reed** spent the Christmas holidays in Honolulu, Hawaii, while Bob called on his accounts in the Islands. **Russ (Carters Ink) Stevens** is leaving the rains of Seattle and Portland for Honolulu about February 1 to see his dealers there. Yes—this traveling is a hard life indeed.

* * *

Speaking of the Christmas holidays, the Seattle group of Oregon Trail Travelers had 39 in attendance at the annual Christmas party. The odd number was our good friend **Chet (Y and E) Williams.** It seems that **Marge Williams** came down with a bad cold and had to miss the party. We would say that was a bad break for all concerned as Marge is a definite asset to any party. Better luck next year, Marge.

The Portland Travelers had 26 in attendance at a very good party held at the University Club. For the past two years **Bess Zeisler** and **Thelma Ericksen** have been responsible for putting on the summer picnic and the Christmas party. It was felt that we had imposed on these two long enough and during a short meeting **Andy D'Evers** of Hallmark and **Dave (Let's live it up!) Rudnick** and their wives were elected to put on these two events in 1953.

* * *

Charley (Wilson-Jones) Nunn was in Portland shortly after the duck hunting season opened and was boasting to **Horace Kilham** about his luck on opening day. It seems that Horace demanded proof in the way of photos but unfortunately Charley could not prove his statements. However, just before Christmas, Horace received a letter from Hanford, Calif., Charlie's home town. There was nothing in the envelope but feathers. The tail feathers from six Mallards. Nice shooting, Charlie!

* * *

For a complete, all-around sportsman, though, we have to nominate **Ed Purves,** owner of the Clos Book Store in Twin Falls, Ida. Ed has played professional baseball, was runnerup in the Idaho open golf tournament last year, is a crack shot with a rifle or shotgun, gets his limit of fish every time out and is a top flight bowler with a better than 200 average.

Not only that, he is raising some pretty stiff competition in his own family. His son **Jim,** now 12 years old, got his limit of ducks on his last time out with Ed and last summer shot an 82 on the Blue Lakes Country Club golf course. What do you do, **Jane?** Feed them Wheaties three times a day?

Incidentally, fellow Travelers, better route yourselves into Twin Falls as soon as possible. The Purves locker was full of ducks and pheasant the last time I was there.

* * *

Norm (Eaton Paper) Lincoln was working Portland the last week before Christmas. He said that his work there was demanded by the trade and he was highly indignant about the statement of **Chet Williams** that Norm always does this so that he can buy his Christmas gifts at Meier & Frank's celebrated Friday Surprise Sale.

* * *

Bill Goss, formerly with the Olympic Stationers in Port Angeles, Wash., is the new store manager for Shaw & Borden in Spokane, Wash. Bill is no stranger to the Inland Empire as he formerly managed the

Defense-time or Peacetime...

the YELLOW BOX LINE is best!

Time-tried...quality-proved...consumer-preferred!

Oakville's complete Yellow Box Line of paper fastening devices simplifies your buying, streamlines your inventory, cuts your handling costs, saves you money!

From one source–with one order–on one invoice you get the merchandise your customers want. One-stop buying–the Yellow Box way–builds sales and profits!

Concentrate on the Yellow Box Line—

the line that's best for you!

OAKVILLE COMPANY DIVISION

Scovill Manufacturing Company • Waterbury 20, Connecticut

42nd St., Lexington Ave. NEW YORK 17, N.Y. | 1419 N. Broad Street PHILADELPHIA 22, PENN. | 441 Stuart St. BOSTON 16, MASS. | 4105 W. Chicago Ave. CHICAGO 51, ILL. | Charles R. Barry Co., 430 Brannan St. SAN FRANCISCO 7, CALIF.

THE BROWN BROTHERS, LTD.; TORONTO 1

Why successful buyers prefer Jasper Desks

THE JASPER DESK CO., JASPER, IND.

CORONATION

Worthy of the finest executive office. A beautiful George III reproduction in matched American Walnut.

WIDE SELECTION

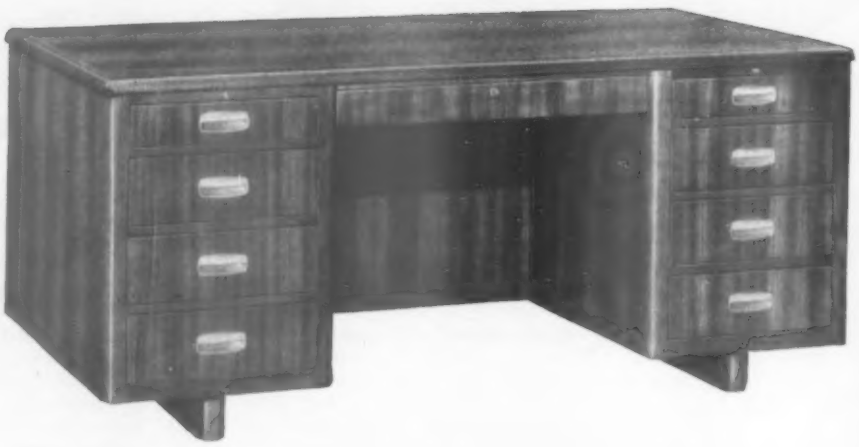
EMBASSY

Created by master craftsmen for executives who demand the best. A fine chippendale Reproduction.

FINE CONSTRUCTION

COSMOPOLITAN

Designed for modern interiors and functional efficiency. Available in Walnut or Softone Oak.



PRICED RIGHT

COLONIAL

An early American style in genuine Walnut. A popular choice for professional and general office use.

For further information and literature, write to Department A-153, Jasper Desk Co., Jasper, Indiana.

Student Union Bookstore at the University of Idaho in Moscow, Ida. Good luck, Bill, in your new duties and here's hoping that you and **"Murph"** have found a place to live by the time this gets into print.

* * *

Our good friend **Joe (APSCO) Dwyer** was in Portland in December for a quick trip. Joe remains the most eligible bachelor in the Oregon Trail Travelers but we understand he may fall any day now. As this will be a most newsworthy event, please let this reporter know when you take the plunge, Joe. I'd hate to get scooped on this item.

* * *

Better start making your plans and reservations to attend the Regional Convention in Seattle. The dates are May 21 and 22 and headquarters will be the New Washington Hotel. Governor Lew Hilton is sure to put on a good show. Let's hang up a new attendance record in 1953!

"Out Where The Handclasp Is A Little Stronger"

Aid for Employers Given in New Publications

Three publications containing information on how to keep workers healthy and on the job have been released by the Office of Defense Mobilization.

Sickness absenteeism in industry accounts for a loss each year of 400-500 million man-days, roughly the equivalent of 2 million men off the job each day. Experience has proved that one-third to one-half of this tremendous loss can be reduced by the establishment of in-plant health services. The concrete benefits of in-plant health programs, both to the employee and the employer, far outweigh their costs, for healthy people, working at jobs they are physically able to do, are among a company's greatest assets.

The employer is also faced with the problem of reducing his labor turnover. In building a stable work force, he can place reliance on the employment of older workers, the handicapped, and women. Job performance records for these groups compare favorably with those of other workers.

Frequently, as is particularly true of handicapped workers, their production rates are better, and they stay on the job longer. It has been demonstrated repeatedly that, with proper placement, they can perform successfully any number of jobs. The tangible contributions of these workers are documented in the pamphlets "The Disabled Can Work," "Production at Any Age," and "A Job for Women."

Manhattan Desk Spans Half Century

The Manhattan Desk Company of New York City completed its first 50 years in business with the end of 1952—a half century that has seen vast changes in methods and manners in the business world.

Gone are the long standing-desks and massive ledgers, with stoop-shouldered bookkeepers toiling over them under gas-light; the old loft buildings with miles of wood partitions and long stairways. In their place, we see modern accounting systems and I.B.M. cards, and soaring skyscrapers with their efficient and beautifully-lighted offices. The old flat-filing cabinets, once the pride of the office manager, made way for the easily-referred-to vertical systems.

Fashions in office furnishings have also been revolutionized. The business daily surroundings, where an executive spends most of his waking hours, have taken on most of the comforts and refinements of his home.

Manhattan Desk Company faces the next half century with an optimism as cheerful as it had at the turn of the century, ready to take in its stride whatever comes, boom or depression.

Of the present officers of the company, the chairman of the board, James M. Glen, is one of the original organizers of the company, and long associated with him are A. G. Lang, its president, and K. C. McConnell, treasurer and secretary.

aluminum chairs

DEALERS ARE CHOOSERS

With production today close to a normal basis, dealers can again be choosers. It is no longer necessary to stock inferior goods when the best is again available.

Why not make it a point to stock the best—why not stock Fine-Rest? A dealership may be available in your area—be sure to ask us about it.

ALUMINUM SEATING Corporation
17 S. CHERRY STREET • AKRON 8, OHIO

Distributor AETNA SAFE CO., 46-50 W. 26th St., N. Y. METROPOLITAN N. Y. & EXPORT DISTRIBUTOR
SAFE & EQUIPMENT WHOLESALERS, 260 S. FIFTH ST., PHILADELPHIA 6, PA. EASTERN PA. DISTRIBUTOR

Money* FOR YOU

WITH

EZYINDEX TABS

*This advertisement, currently appearing in national consumer magazines, is pre-selling EZYINDEX Tabs for profit-minded stationers.

With EZYINDEX you can make your own index systems quickly, easily. Color coded EZYINDEX Tabs, made of heavy, non-flammable acetate; title area can be used over and over again.

The special rolled acetate bead makes EZYINDEX Tabs rigid and lastingly durable. Subject titles slide in place smoothly.

With EZYINDEX Tabs, custom designed by you for every special need, you will save valuable time and money—do away with the irritations and time lost in hunting for a hard-to-find letter, report, blueprint, plan, estimate, and any other office or factory written material.

Keep everything at your fingertips with EZYINDEX Tabs.

Sold by stationers all over the country. Ask for EZYINDEX Tabs, the only tab with the money back guarantee of perfect quality. . or Write for a sample EZYINDEX Tab and the name of your local EZYINDEX dealer.

STATIONERS: Take advantage of this national advertising. Stock and sell EZYINDEX Tabs.

EZYINDEX

PRODUCTS CO.

153-13 NORTHERN BLVD.

FLUSHING 54, NEW YORK

DIV. OF ASSOCIATED CELLULOSE PRODUCTS CORPORATION

SEEN AND HEARD IN SOUTHERN CALIFORNIA

by J. Edward Tufft

2012 Huntington Dr., South Pasadena, Calif.

Chalfant Press, Inc., is now authorized agent for Underwood Corporation in the Bishop, Calif., area. This firm, whose address is 322 Main St., Bishop, handles Underwood Sundstrand adding machines and Underwood typewriters.

Heading this company is **Todd Watkins** as president, and **John E. McLeod** as office manager. The firm is a publishing establishment as well as a commercial printing firm and dealers in stationery and office equipment. Newspapers published are the *Inyo Register* at Bishop, the *Inyo Independent* at Independence, and the *Owens Valley Progress-Citizen* at Lone Pine. In addition to the printing plant and stationery store at Bishop, Chalfant Press, Inc., operates a stationery store at Lone Pine.

* * *

The Dictating & Recording Company, Inc., 621 S. LaBrea Ave., Los Angeles, has taken delivery of four new Studebaker automobiles for use by the service

SoundScriber Goes Mobile . . . Four new automobiles are received by the Dictating & Recording Co., Inc., Los Angeles for the use of the service department of this SoundScriber dealer.

department. Securing cars is in line with the growth of the business and the intention of rendering the best possible service, officials of the company stated.

In the accompanying picture Stan Simper, service department head, is shown accepting keys from Vern Alm & David Bricker, Inc., Studebaker dealers. Watching in the background are **Norman A. Kramer,** president; **John F. Derr,** secretary and treasurer; and **R. E. Stewart,** vice-president and sales manager.

* * *

John L. Carey of New York, executive director of the American Institute of Accountants, speaking at a dinner-meeting of the California Society of Certified Public Accountants at the Elks Club in Los Angeles, touched in a philosophical way on the far reaching effects of the recent national election as he sees them.

"The people", he said, "have called for neither a return to rugged individualism nor for a swing toward socialism, but they have called for a politically and economically free society, *regulated to the extent necessary to keep power groups from hurting one another and from hurting those less powerful. The hope is that big business, big labor, and other big forces in America, will be held mutually in check.*"

The certified public accountant's part, he added, will be to help business leaders fulfill their responsibility of telling the financial story to all groups whose standard of living depends on business activity—that

CONSTELLATION

A new, entirely new Executive group with not only the promise — but the fulfillment of lasting style! A perfect blend with tomorrow's contemporary-modern architecture and interior design, but at home in traditional surroundings — because of the unique combination of modern-styling and use of traditional woods. Functionally designed and expertly produced by Standard Furniture of Herkimer, New York

tell a fascinat-
sion it creates
prospective
p to swell
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THERE'S A BIG EXTRA MEASURE OF VALUE

....*built-in* EVERY Jasper Chair Co. CHAIR!

When you buy a Jasper Chair Co. Chair . . . either a Wood or Upholstered number . . . you get more than just a chair. You get, in addition, the backing of the nation's leading producer of Fine Chairs. You get top construction and finishing "know-how" nowhere else in America.

You get intrinsic Quality . . . smartest designs . . . expert craftsmanship that are ear-marks of Jasper Chair Co.'s. 30 year old leadership. Yes . . . your chair dollar gets top value in this Quality Line of BETTER Chairs.

No. 840

"There's Extra Wear in Every Chair"

No. 221

"The RIGHT CHAIR at the RIGHT PRICE"

Your orders can't come too fast for us, we have the "craftsmen" that can handle them.

No. 450

Jasper Chair Company

JASPER, INDIANA

JASPER CHAIR CO. Jasper JASPER, IND.

REPRESENTATIVES: Geo. A. Litchfield, Sales Mgr.

Fred Deutsch, (Southwest)
3525 Southwestern Blvd.
Dallas 5, Texas

James S. Fowls, (Southern)
327 Sunset Drive, North
St. Petersburg, Florida

W. H. Brown, (Chicago-Midwest)
666 Lake Shore Dr.
Chicago. Ill. Space 844

R. A. Browne, (West)
2925 Revere Ave.
Oakland, Calif.

R. J. Freeman, (Eastern)
385 Madison Ave.
New York, N. Y.

Jack S. Doran, (Northwest)
538 E. 91st St.,
Seattle 5, Wash.

W WOOD OFFICE FURNITURE INSTITUTE

is, investors, labor, management, consumers, and government employees.

* * *

Edwin M. Stokes, who represented a number of eastern office furniture manufacturing firms in the Los Angeles area for more than 30 years but who because of ill health had been retired for some time, died recently.

Mr. Stokes was a native of Ohio but had come to California many years ago. His home was at 1353½ Neola St., Los Angeles.

* * *

A realignment of sales areas under eastern and western sales managers has recently been achieved, according to **Dick Youngquist,** general sales manager for the Charles R. Hadley Company, manufacturers of

Jack Stewart

Ken Logie

Dick Youngquist

business forms and systems, 330 N. Los Angeles St., Los Angeles.

Jack Stewart, formerly Northwest regional manager, is now western district manager. He is responsible for the entire area west of the Mississippi.

Ken Logie, formerly Midwest regional manager, is now eastern district manager. He is responsible for everything east of the Mississippi River.

Mr. Stewart joined the Hadley company in May, 1937, after four years with the Chrysler Corporation. In 1940 he was named head of the Cincinnati territory and in 1949 transferred to San Francisco. In his new official capacity his offices will be in Los Angeles.

Mr. Logie joined Hadley in 1935, with headquarters in Spokane. He was later transferred to Portland but joined the Navy in 1942. At the close of the war he rejoined Hadley and became UniSort specialist for Southern California. Promotions followed rapidly. In his present position he makes his headquarters in Detroit, Mich.

* * *

Kingdon Taylor, formerly of Bakersfield, is now associated with the Nern Office Furniture Company, 521 N. Brand Blvd., Glendale, as manager. Mr. Taylor has had considerable experience in this kind of work and his coming has relieved Rod Nern, proprietor, from considerable detail.

Mr. Nern recently purchased a cottage near Lake Arrowhead, northeast of San Bernardino, where he and his wife now spend considerable time. Mrs. Nern, who has assisted in the store for some years, has not been well for some months and the mountain air up at the lake has been very beneficial, Mr. Nern reports. The family has a dock and a boat on the lake so many recreational facilities are immediately at hand.

Business at the store for the year 1952 is reported as good.

* * *

The West Coast Platen Company, 643 S. San Pedro St., Los Angeles, held its annual party December 27, from 11 to 3 o'clock. More than 200 dealers and mechanics attended as guests. **Norbert Mayer** and **Morris Dorfman** are the proprietors, Mr. Dorfman being Mr. Mayer's father-in-law.

Mr. Dorfman recently returned from a business trip through Arizona. He found business good and reports that many new industries have gone in at Phoenix, Tucson, and Yuma. He says he could have sold more portables if he had had them. On the whole the industrial growth of Arizona is very encouraging, the new

with a SCOTTIE

The Automatic SCOTTIE LETTER OPENER opens 200 to 300 letters per minute. The Scottie is designed for small and medium sized businesses opening 100 to 2,000 letters per day. Opening letters 30 times faster than by hand gets the whole office into high gear fast. It takes a clean slice off all sizes of envelopes without clipping corners or damaging mail. Light and portable, the Scottie can be moved from desk to desk or easily stored.

The market for Scottie Letter Openers is huge. It is needed by banks, stores, wholesale houses, insurance offices, mail order businesses, factories and dozens of other medium sized firms. Scotties offer a 12 times greater market than for larger, more expensive machines. If you are experienced in specialty equipment sales, look into the Scottie for steady, future profits.

Mfd. by ARNOLD MACKENZIE, Inc.
3133 Overlook Drive
Minneapolis 20, Minn.

only $105.00 F.O.B. FACTORY

plus excise tax. Stacker optional at nominal price. (Prices subject to change without notice.)

SEND ME THE DOPE ON SCOTTIE

ARNOLD MACKENZIE, INC.
3133 OVERLOOK DRIVE, MINNEAPOLIS 20, MINN.

I am experienced in sales of specialty office equipment. Send full information on Scottie Letter Opener. My territory is: .....

Name .....

Street Address .....

City ..... State .....

Specify and Use Meyercord Decals to...

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CAUTION

O NOT STAND HERE AT ANY
ME WHILE CLUTCH IS ENGAGED
ND BALER IS OPERATING.

BEFORE LOADING
1. Set Hot Water Tank 140 in advance
2. Set Washer Temperature
3. Turn on Washer for ONE
4. Spin Out Cold Water

instruct

identify

Bendix
AUTOMOTIVE
CTRIC FUEL PUMP
MODEL NO. 476089
6 VOLTS POS. GROUND
U.S. PATENTS
2458770, 2472067, 2533164,
OTHER PATENTS PENDING
ECLIPSE MACHINE DIVISION
BENDIX AVIATION CORPORATION
ELMIRA N.Y. U.S.A.

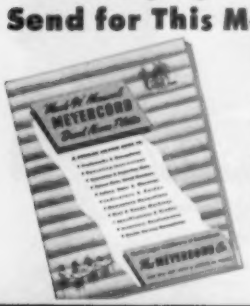
Investigate the Low Cost, High Speed Application of these Durable All-Color, All-Surface Meyercord Decals...

Among the many new applications of decals for American industry is the tough Meyercord acid, chemical and weather resistant identification of dangerous chemical containers. Whether to comply with state requirements or to strengthen your voluntary safety program...if you process and ship dangerous chemicals, be sure to ask for full information on this important feature.

You know, of course, that Meyercord Decals have been adopted by cost-conscious manufacturers in thousands of industries . . . as nameplates, trademarks, instructions, markers, wiring diagrams, safety warnings and many other important applications.

But "just any decal" won't do the job on "just any surface". For today's rigid requirements Meyercord Decals are carefully laboratory-engineered to assure complete and perfect adhesion to any commercial surface or finish. Meyercord experience pays off every time. Write us for information on our complete technical consultation and designing services.

Send for This Manual of MEYERCORD DECAL NAMEPLATES



Shows hundreds of uses for durable, washable decal nameplates . . . as trademarks, instructions, charts or diagrams—in any size, colors, or design. Tells how Meyercord Decals can help you cut costs and speed production. This manual is FREE . . . request it on your business letterhead, please.

THE MEYERCORD CO.
World's Largest Decalcomania Manufacturers

DEPT. B-306, 5323 WEST LAKE STREET • CHICAGO 44, ILLINOIS

industries including citrus plants, chemical plants, and air plane factories. Christmas business was especially good in all territory covered.

* * *

Jean Hart of the Hart Typewriter & Adding Machine Company, 1259 S. LaBrea Ave., Los Angeles, has been released from the hospital following an operation. He is reported as recuperating nicely.

* * *

California Leaders . . . Pictured are the recently-elected officers of the California Office Furniture Assn. and their wives. They appear with their guests from NOFA, the Caldwells and Emhardts. From left: Mrs. D. E. O'Hern, Herman Kline, retiring president; V. L. Caldwell, president of NOFA; Mrs. Herman Kline; Mrs. J. Emhardt; D. E. O'Hern, president; Jack Emhardt, vice-president of NOFA; and Mrs. V. L. Caldwell.

* * *

C. C. Webber, proprietor of the Webber Typewriter Company, 215 North Central Ave., Glendale, says he had a Merry Christmas playing Santa Claus for four delightful grandchildren.

The typewriter business has been very satisfactory this past year, Mr. Webber states, and he looks for a good year in 1953. The company has done a fine job with the Hermes portable typewriter. It has sold well for students' home use and traveling men find it very convenient. Repair bills, Mr. Webber says, are very low.

The Webber company also carries all kinds of American made typewriters.

Mittag & Volger Host to Unique Party

Reversing the customary buyer-seller relationship, Mittag & Volger, Inc., Park Ridge, N. J., manufacturers of carbon papers and ink ribbons, entertained representatives of their many suppliers, as well as customers at the Yuletide "Open House" on Saturday, December 20.

J. A. Campbell, the firm's general manager, feels that on the basis of the tremendous success and enthusiastic reception enjoyed by the novel event, this unique form of reception may well become an institution in American industry.

Here—for the first time—a manufacturer, suppliers and customers from the vicinity of the plant were brought together, introduced and acquainted with the inner workings of the fast-growing carbon and ribbon factory.

At the same time, customers became more fully aware of the high quality raw materials used by Mittag & Volger, while suppliers learned more about the ultimate distribution and use of their materials after fabrication.

Local officials and representatives of neighboring industries also attended. The vital place played by large business institutions in typically small American communities, such as those in New Jersey's Pascack Valley, became increasingly apparent to all who attended.

9 ***reasons why speed-file is today's best filing cabinet value***

1. Guides in full visibility on opening drawer.
2. Rigid front — expansion drawer back.
3. Opens and closes like standard file.
4. Contents slope backwards 3½ inches—automatically!
5. Full-height drawers take standard file guides and folders.
6. Speed-File Spacers divide contents of file for fast, easy filing.
7. Snap-out Guide Rod — just press down and pull out.
8. Time-tested, Art Metal ball-bearing roller, side-arm suspension.
9. Maximum usable filing space — full depth of drawer.

Speed-File is the finest value in filing today because it meets your customers' demands for greater space-saving economies and faster filing and finding.

Only Speed-File offers half a drawer extra of workable filing space in every cabinet by room ingeniously provided *outside* the file drawer by *automatic* operation of an expansion back.

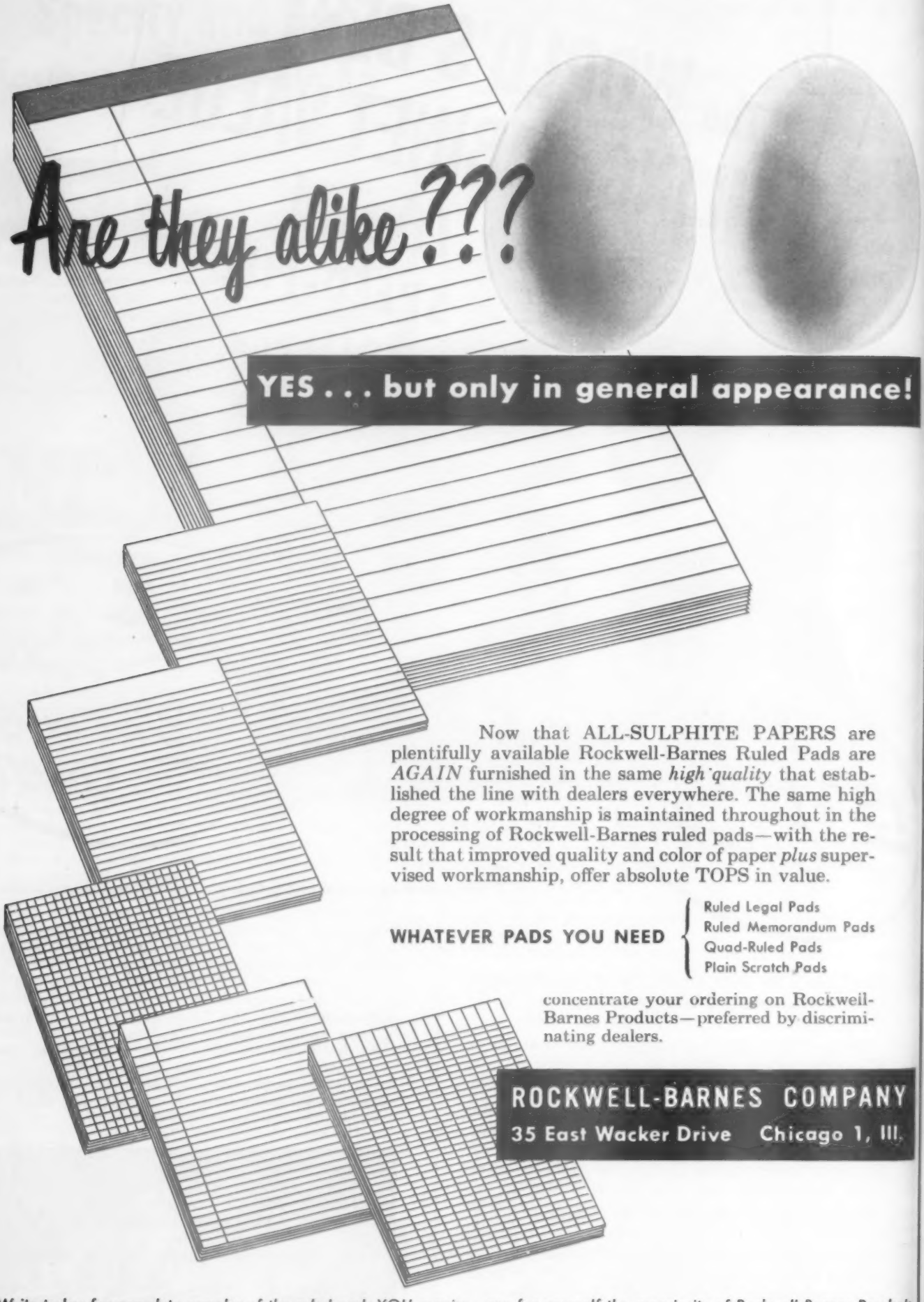
And remember this! Only Speed-File offers complete simplicity and ease of operation: file contents lie back in normal filing position a-u-t-o-m-a-t-i-c-a-l-l-y, every guide and folder is seen at a glance, records are referred to instantly without releasing compressors or removing folders.

These are features that make Speed-File today's most wanted filing cabinet — features that help your business as well as your customer's. Art Metal Construction Co., Jamestown, N. Y.

There's an Art to FILING efficiency

Art Metal
Jamestown, New York
U.S.A.

Are they alike???



YES . . . but only in general appearance!

Now that ALL-SULPHITE PAPERS are plentifully available Rockwell-Barnes Ruled Pads are *AGAIN* furnished in the same *high quality* that established the line with dealers everywhere. The same high degree of workmanship is maintained throughout in the processing of Rockwell-Barnes ruled pads—with the result that improved quality and color of paper *plus* supervised workmanship, offer absolute TOPS in value.

WHATEVER PADS YOU NEED
- Ruled Legal Pads
- Ruled Memorandum Pads
- Quad-Ruled Pads
- Plain Scratch Pads

concentrate your ordering on Rockwell-Barnes Products—preferred by discriminating dealers.

ROCKWELL-BARNES COMPANY
35 East Wacker Drive Chicago 1, Ill.

Write today for complete samples of the ruled pads YOU require—see for yourself the superiority of Rockwell-Barnes Products.

Texas Travelers News Notes

ART CARROW, CORRESPONDENT
4423 N. ROSENEATH DR., HOUSTON 21, TEX.

Construction has been started on a masonry, fireproof building at 1502 Chenevert St., Houston, Tex., for the Atlas Office Supply and Printing Company.

The new structure will contain some 7,500 square feet of floor space with provisions for an additional 5,000 feet of balcony space. **John K. Stone**, owner, has announced this.

Offices and sales rooms will be air conditioned and facilities are provided for a large expansion of office furniture department as well as larger quarters for the printing department. The building will be completed in March and the company will move from its present location at 1721 McKinney Ave., where it has been for the last 10 years.

* * *

With **Jim Renton**, A. Blanco, Inc., and **Harold Cornay**, Press of H. N. Cornay of New Orleans, La., in charge, the Louisiana Printers & Stationers will hold their annual convention at the Jung Hotel in New Orleans on April 25 and 26.

The meeting will be held in connection with the Southern Graphic Arts Convention and complete plans will be made at the next quarterly meeting of the association.

All travelers are invited to attend the meeting.

Tax Exemptions:

New arrivals near the end of 1952 have enabled several dealers and travelers to take an extra $600 off their income tax returns. . . .

Walter Peiper III was born on November 26, with **Walter Peiper, Jr.**, being the proud father. Walter is buyer for Paul Anderson Company, San Antonio. . . .

Mr. & Mr. Bob Marshall, Southwest Office Supply Company, at San Antonio, have announced the birth of **David Marshall** on October 30. . .

Virginia Lee was born on November 13 to **Mr.** and **Mrs. W. S. (Tommie) Thompson.** Tommie represents Mittag & Volger in Texas. . .

Mr. & Mrs. James Williams are the proud parents of a new daughter, **Wendy Lou.** Jimmie is owner of the Williams Office Supply at Texas City, Tex. He has just recently moved his store to 520 6th Ave. North where there are 2,000 square feet of floor space.

Deceased:

J. M. Caffall recently passed away. He was buyer for the Harris Book Store at Port Arthur, Tex. . .

C. G. Grabenheimer died in his 67th year at San Antonio. He started the National Printing & Stationery Company in 1925 and sold the stationery division to **Floyd Jett**, in 1944. Floyd, with **Paul G. Miller**, bought the printing department in 1947. C. G. remained with the company until July of this year when he was confined to his bed. He died on November 22.

Personnel Changes:

Henry Loper, Southwest Texas representative of Carpenter Paper Company, working out of San Antonio, has resigned and will cover Louisiana, Mississippi and Alabama for Old Town Ribbon & Carbon. . .

Dick Moore, Louisiana and Mississippi representative of Carpenter Paper Company, has resigned and will take over Mississippi, Alabama and Louisiana for Esterbrook Pen Company. . .

James Fowler, formerly buyer for Fulton Stationery Company, Houston, has taken charge of the stationery department of Brandt & Lawson at 2515 McKinney Ave., in Houston. This firm is putting in a complete line of office supplies. . .

Germaine Pastonet has taken over the duties of **Ed. Miller**, deceased, and is in charge of buying for A. Blanco, Inc., New Orleans.

MASO'S *NEW* STEEL CHAIR SUITE

Has all Those Sure-Fire Sales Features Your Customer Wants!

★ *Looks* ★ *Comfort* ★ *Efficiency* ★ *Durability*

At a Moderate Cost!

No. 1050 Matching Desk Side Arm Chair For Executives

No. 1000 Matching Swivel Arm Chair For Executives

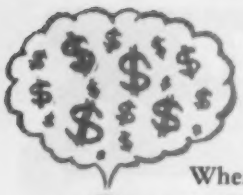
No. 1005 Matching Secretarial Posture Chairs

Meets Every Demand!

The streamlined beauty of the Swivel Arm Chair meets the most exacting demands of the working executive. Denotes the executive status and blends in with any modern office setting. Adjustments of the chair to the individual are made quick and easy. Open arms and backrest assure cooler seating comfort. Scientifically padded spring cushion seat assures less seating fatigue, day long working efficiency. Wide choice of fabrics for seat and backrest. Desk Side Arm Chair and Secretarial Posture Chair are perfect matches. All are top quality throughout built of top quality materials.

WRITE FOR LITERATURE — DEALER SET-UP

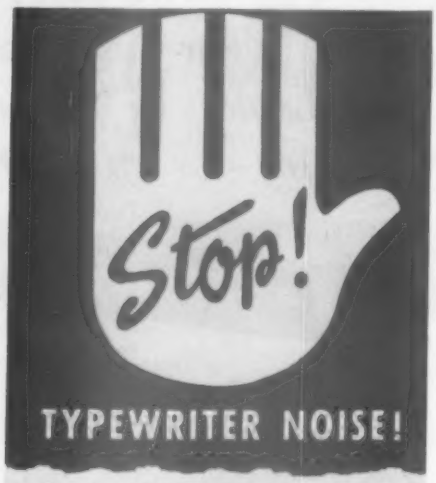
MASO STEEL PRODUCTS
Dept. A 81 W. Van Buren St. Chicago 5, Ill.



MORE SALES-MORE PROFITS FOR *You!*

When you tie in with KIL-KLATTER'S aggressive advertising campaign—KIL-KLATTER'S promotions open the door for you—help you sell—increase your profits. Here's How:

MAGAZINE ADS THAT SELL FOR YOU



Certain noises in offices are practically impossible to eliminate—but, you can STOP the distracting noise of typing easily and quickly. Simply place a Kil-Klatter pad under each and every typewriter in your office. You'll find that errors will disappear and general office efficiency will improve.

Kil-Klatter pads are designed to absorb the shock and to deaden the noise of typing. Made of genuine long-life OZITE felt, Kil-Klatter pads are dent-proof, skid-proof *and they fit all makes of typewriters.*

$1.25 at your stationer or office supply dealer

"The answer to a quieter office may be under your typewriters"

KIL-KLATTER
THE SCIENTIFIC TYPEWRITER PAD

Plus these extra sales aids

- CATALOG CUTS
- NEWSPAPER MATS
- TWO COLOR ENVELOPE ENCLOSURES
- COUNTER CARDS

Place your order for KIL-KLATTER typewriter pads and free sales aids today.

AMERICAN HAIR and FELT CO.
DEPT. B-32, Merchandise Mart
Chicago 54, Ill.

On the Canadian News Front

Our Industry Across the Border

BY SPECIAL CORRESPONDENCE

Charles W. Applegate, manager of foreign sales, Esterbrook Pen Co., Camden, N. J., guest speaker at a dinner meeting of the Stationers' Association of Montreal, detailed the early history of writing instruments, and stressed the fact that today "transmission of our thoughts from mind to message is one of our most personal activities."

Said the pen sales expert: "Stationers have traditionally sold writing service for centuries; it is your responsibility to maintain this high reputation so that customers will continue to think of the stationer first instead of the other types of stores which do not possess either the knowledge or the facilities to sell complete writing service. Selling the right nib comes first—the rest of the sale is merely ringing up the cash register. Give your customer ample time to make his selection, for he is the final judge; neither the manufacturer nor the dealer should prejudge the customer's requirements."

* * *

D. P. Cruikshank, O.B.E., president, Steel Equipment Co. Ltd., Ottawa, was recently the subject of an interesting biographic sketch in the *Ottawa Citizen*. Starting his business life with an office furniture company in Boston, Mass., Mr. Cruikshank came to Ottawa in 1905 as its representative, becoming Canadian general manager. He liked Canada so much that he stayed.

Terming him "a man of forthright substance, a champion of worthy causes and a leader in organized efforts for the improvement of life in Canada," the newspaper reported Mr. Cruikshank's attainments as "impressive"—his thoughts "of the future."

* * *

Visitors to Toronto wholesale stationery firms recently included the following: **Don Evans,** Evans & Kert, Ltd., Ottawa; **Mac Morgan,** Morgan Printing Co., Ltd., St. John's Mfld.; **Ted** and **George Sulman,** Sulman's Ltd., Chatham, Ont.; **Doug Smith** and **Bob Euler,** J. C. Jaimet & Co.; Ltd., Kitchener, Ont.; **Charles Chapman,** Chapman & Warwick, Ltd., Vancover; **Earle Barkwell,** Timmins Stationery & Office Supply, Ltd., Timmins, Ont.; **J. C. Irvine,** Willson Stationery Co., Ltd., Montreal; **Ted W. Wright, Bob Giroux** and **Roger Farnham.** Ontario Office Outfitters, Ltd., Kitchener, Ont., and **H. M. Simpson,** H. M. Simpson, Ltd., Charlottetown, P. E. I.

* * *

Frank A. Yewman has been appointed to cover Eastern Ontario for Dunlop Tire & Rubber Goods Co., Ltd., Toronto, on all Pillofoam products. He has been with

F. A. Yewman

Pete O'Hanlon

Dunlop since 1946. **Pete O'Hanlon,** who has been covering the entire province of Ontario, will now concentrate on Western Ontario. Mr. O'Hanlon has been with the firm since 1944.

* * *

Mainly About People: A recent visitor to Western Canada was the **Hon. Ray Lawson,** former lieutenant-governor of Ontario. While in Edmonton he contacted his son, **Col. Thomas Lawson,** who purchased a controlling interest last August in the Willson Stationery

NEW! A GOLD MINE FOR YOU

IN ONLY 19 INCHES OF SPACE!

IT'S THE SWINGLINE STAPLER DEPARTMENT!

A history-making, profit-making "first"! A unit to systematize, simplify and speed your stapler selling operations! A unit that displays and sells every stapler in your Swingline stock! A unit that invites customer selection and testing! A unit of flexible use, superb styling, fine construction! And —a unit that *COSTS YOU NOTHING!*

LIGHT—PLUS ACTION—MOVES MORE MERCHANDISE!

An illuminated, continuous-action, full-color photograph in headpiece dramatizes famous Swingline open-channel. *Lift-load-close* action "comes to life" as customer moves before display. Shelves also illuminated. Effective with lights on or off.

TEST-TABLE TOP GETS CUSTOMERS TO STOP—LOOK . . . TRY—BUY!

Test area on top eliminates counter crowding and clutter—a real customer convenience! Unit meets every store need . . . fits against wall, showcase, counter, on open floor or in window. Measures only 19" deep, 34" wide, 44" high. Features 16 different items, with slots for price changes, pockets for "pick-up" literature. Solidly built of blonde wood, gleaming chrome.

"Swingline STAPLER DEPARTMENT"

WRITE FOR DETAILS . . . . . SPEED PRODUCTS COMPANY, INC., 32-01 Queens Blvd., Long Island City 1, New York

A File for Every Purpose

Famous SPACE SAVERS

25½" DEPTH

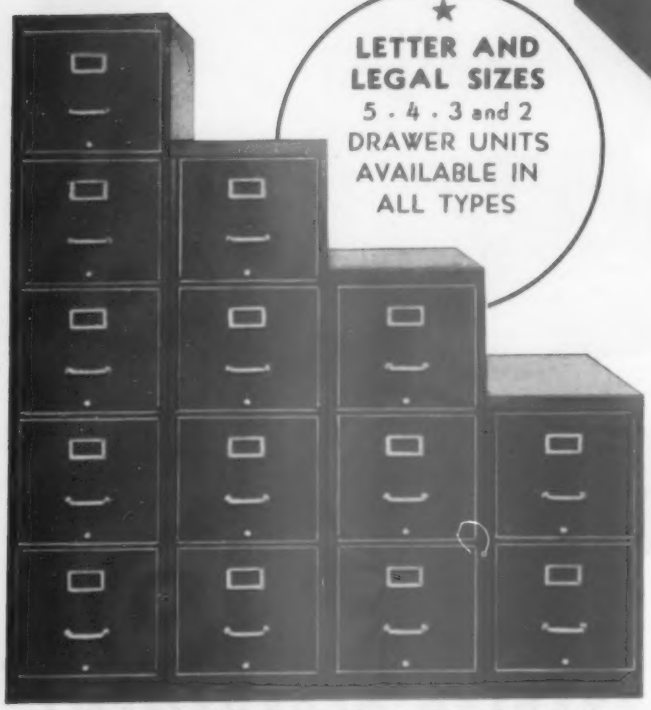
FULL-SUSPENSION ★

28" DEPTH

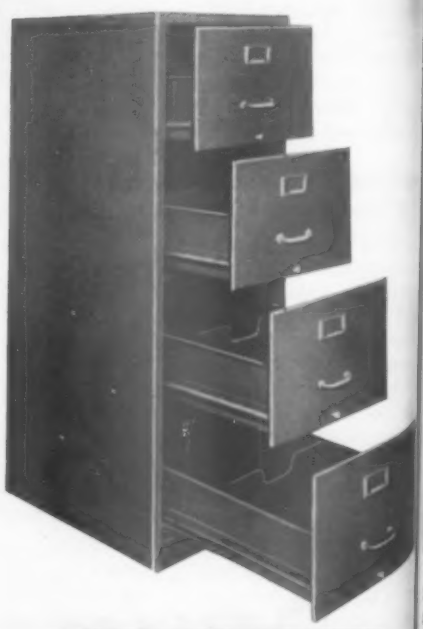
Suspension Files Equipped with Full Cradle-Type Progressive Suspension and Thumb Latch.

★ FULL-SUSPENSION

★ LETTER AND LEGAL SIZES
5 · 4 · 3 and 2 DRAWER UNITS AVAILABLE IN ALL TYPES



25½" DEPTH



NON-SUSPENSION ★

Write for literature and price list—Dept. A-5.

KEYSTONE STEEL EQUIPMENT COMPANY, INC.
1914 S. WATER ST., PHILA. 48, PA.

Co. chain of 14 stores and six factories, discussed possibility of extending operations of the firm's Edmonton branch. . . . Dean of the trade in Ottawa, Ont., **A. H. Jarvis**, 85, directed his store's 65th festive season activities. . . . **John W. Stewart** has been named Halifax representative by Eastern Paper Products, Ltd., Halifax. For many years he was manager of a number of F. W. Woolworth stores in Eastern Canada; immediately before his new appointment, he was manager of Universal Sales Ltd., Halifax. . . . **William A. Hinds** was recently appointed by Elliot Stationery, Ltd., Peterborough, Ont., as a district salesman. Firm sells office stationery and supplies, also operates a printing division. . . . **Harry Wilson** has taken over Business Machine & Equipment Co., Fort William, in association with **Garry Jones**. They will provide district sales and service facilities for Smith-Corona typewriters, etc. . . . **A. J. Howard** has been appointed director and manager of Edmonton branch, Capital Envelopes, Ltd. . . . **Bruce Hamilton** is president and **Jack Hamilton** manager of the stationery store bearing their name in Edmonton which recently observed its 30th year in business.

Recent Trade Deaths: **N. R. Trickey**, operator of Huntsville Stationers, Huntsville, Ont.; **James G. Hurlbert**, Vancouver representative for many years for R. L. Crain Ltd., Ottawa; **William Way**, Ottawa representative for Canada Envelope Company, for the past 25 years, in his 84th year.

* * *

Congratulations . . . At a recent dinner meeting honoring more than 200 long-service employees of Viceroy Mfg. Co., Ltd., Toronto, Charles N. Langford, general sales manager, is here shown receiving congratulations for completing his quarter-century of service. One of seven entering this class he is being presented with a watch by J. D. Morgan, vice-president and managing director of the firm. In the center is Donald Buchanan, assistant general manager. More than half of Viceroy's 400 employees have been honored with long-service awards.

* * *

Jack McGregor presided over the annual Education Night program of Toronto branch, National Office Management Association. Educational group executives from the district were special guests. Heading a discussion panel was **Gene White**. Eight new members introduced to the membership included **Bill Darnell, MacKenzie, Rick Blasius, Bill Whitney, Bud Tod, Eric Barr, Jack Bennett** and **D. A. Williams.**

The "Big 20" stationery store in Bowmanville, Ont., celebrated its 70th birthday recently. For the last 24 years it has been under the management of **Mr. & Mrs. J. W. Jewell.** The store first opened its doors on Dec. 4, 1882—its building is considered a local landmark. The name "Big 20" was not a random choice but had a true significance in the early days of the store's existence; it was the 20th store on the south side of the town's main street, at that time an event of no minor importance to the community.

* * *

Sparks from the Anvil: **Alex Smith,** Welland, Ont. stationer, is constructing a new business location on

EMECO
SCULPTURED MASTERWORKS

Nationally advertised and accepted as chairs of distinctive quality

For schools, offices, hotels, restaurants, auditoriums, hospitals, churches, board rooms. Write for dramatic proof of strength, tested to highest standards known.

MODEL 1006
All aluminum. Compact design for maximum seating efficiency. "Emecoated" anodized aluminum surface is diamond hard. Will not chip, scratch or corrode in any atmosphere.

MODEL 1003
All aluminum. Upholstered seat, top and arms—in green, maroon, brown or gray plastic coated fabrics. "Scuffless" aluminum base is diamond hard. Most handsome executive chair made.

EMECO CORPORATION, HANOVER, PA.
Tell me more about EMECO Aluminum Furniture ☐
Send me catalog ☐
Send me dealer franchise information
Individual Name
Firm Name
Address
City Zone State

Leader in Aluminum Office Furniture, Emeco Corp., Hanover, Pa.

CENTRAL'S

NEW FEATURES and ADDITIONS

"CLICKSNAP"

CANTILEVER TRAY

GREATER CAPACITY

NEW!

"CLICKSNAP"

Smooth Operation

POSITIVE

Automatic Secure

CENTRAL'S "CAPACITEER"

Central proudly adds these greater capacity steel boxes to their accepted line of Cash, Bond & Utility Boxes.

No. 9-99A

With Cantilever Tray

No. 9-50A

Without Tray

"CAPACITEER"

Greater Capacity

The dimensions tell the story—11½" long by 7¾" wide by 4 13/16" deep. Like all Central boxes these are fabricated in one piece of heavy steel—round corners—hammered silver finish. Automatic click snap cover. Secure lock with 2 keys—individual cartons.

COMPLETE QUALITY LINE

Cash, Bond and Utility Boxes

NO. 10 SERIES—Size 11½ x 6 x 2¼". The automatic "CLICKSNAP" cover now included on the key boxes.

19-10A ..... Key lock with steel tray — **9-10A** ..... Key lock, no tray

19-10CL Combination lock with steel tray — **9-10CL** Combination lock, no tray

NO. 23 SERIES—Size 11½ x 6 x 4⅜". The automatic "CLICKSNAP" cover now included on the key boxes.

19-23A ..... Key lock with steel tray — **9-23A** ..... Key lock, no tray

19-23CL Combination lock with steel tray — **9-23CL** Combination lock, no tray

NO. 9 SERIES—Size 11½ x 7¾ x 4 13/16". The "CAPACITEER", the box with greater capacity—Cantilever tray and Clicksnap Cover.

9-99A ..... Key lock with cantilever tray — **9-50A** ..... Key lock, no tray

For Export: Frazar & Co., 50 Church St., New York 7, N. Y.

Cable Address "FRAZAR" New York

CENTRAL CAN COMPANY

2415 W. 19th STREET • CHICAGO 8, ILLINOIS

the town's Division St., into which he will move his expanding firm early in the year. . . . Manley's book and stationery store, Sarnia, Ont., recently opened a modern top floor showroom featuring office supplies, artists' materials and related lines. Firm was established over 50 years ago. Co-owner is **Miss Isabella Van Somer**, who joined the firm in 1916. . . . Kerr Ellams Office Appliances, Ltd., Montreal, has installed a new display front, in addition to making extensive interior alterations. . . . Eastern Business Supply Co., Ltd., Chatham, Ont., is now located in its new store, 107 Wellington St. W.

* * *

Against a background of traditional festive trimmings, members of Montreal Stationers' Association

Seen at Montreal Stationers Assn. Session . . . Head table participants (top) included Allan Singer, association president; Edouard Gariepy, guest of honor; and the guest speaker, Charles W. Applegate, export manager of Esterbrook Pen Co., Camden, N. J. Among those present (bottom picture) were Don Evans, Sam Jason and Frank Mansfield, all prominently identified with the trade in Montreal.

and guests attended the group's annual Christmas party and dinner at the Queen's hotel, Montreal, December 17, enjoying a program of entertainment.

* * *

Associated for some years with Murdock Duplicator & Stationery Co., Toronto, and International Envelope Co., Montreal, **James Mitchell Pollock** died in Toronto, December 5. He was 61.

* * *

Stationers' groups have scheduled meetings as follows: Montreal Stationers' Association will meet each Wednesday noon at the Queen's hotel, Montreal; Toronto Stationers' Association each Thursday noon at the Albany Club, Toronto; Hamilton Stationers' Association, the third Tuesday of every second month, except during mid-summer; Quebec Stationers' Association on the third Tuesday of each month.

* * *

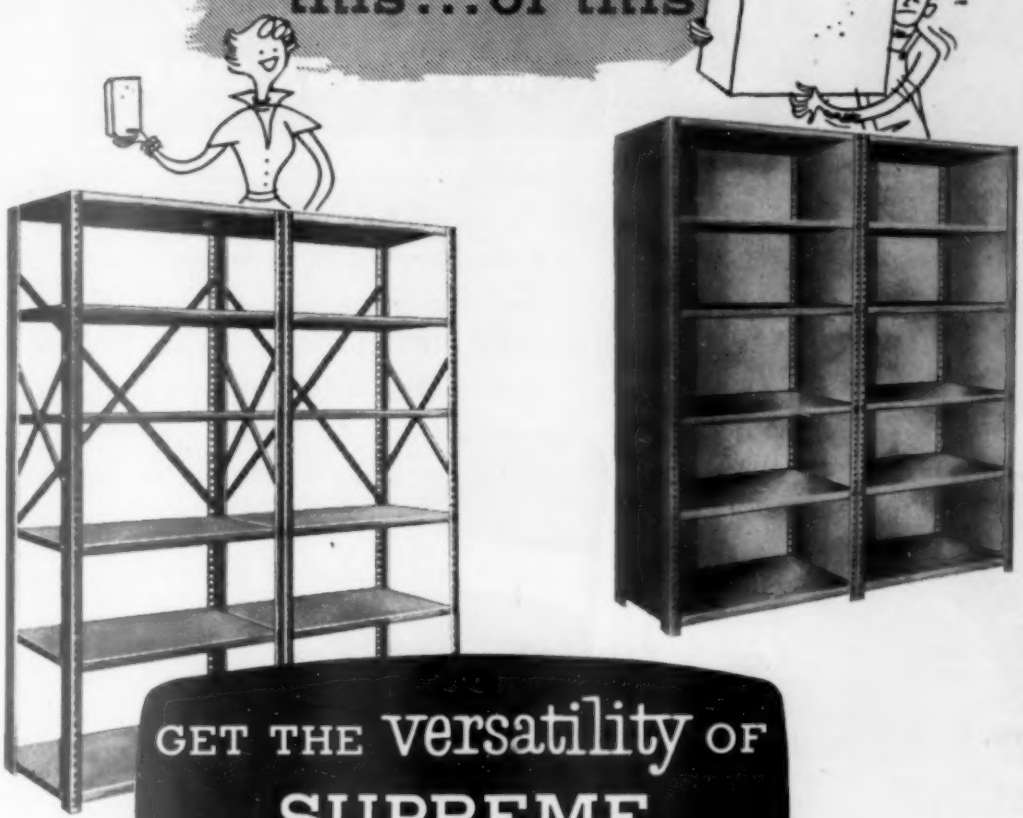
New Sales Manager . . . Harry V. McMurray has been appointed sales manager of the Pillofoam division of Dunlop Tire & Rubber Goods Co., Ltd., Toronto, it was announced last month by H. S. Pritchard, general sales manager of the company in Canada. Mr. McMurray has been with Dunlop eight years; seven of them with the advertising department.

* * *

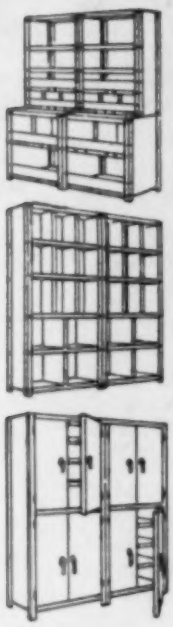
Movements: Dixon Pencil Co., Ltd., Toronto sales office, has moved to a new location, 88 Richmond St. W. Toronto offices of Thomas A. Edison of Canada, Ltd., are now located at 165 Bedford Rd. Belt Mfg. Co. of Canada, Ltd. has moved into its new plant at 1425 Weston Rd., Toronto. New location provides 35,000 feet of floor space on one floor. World Publishing Co., Toronto, has now become Nelson, Scott & Foster, Ltd., with a new location at 87 John St., Toronto, it was

for storing

this...or this



GET THE versatility OF SUPREME STEEL SHELVING



Store little boxes, big cartons—anything. Supreme Steel Shelving is composed of standardized stock parts which may be quickly rearranged to suit all storage problems. You can change the shelf height, add doors or drawers. It's fully adjustable!

Low priced, permanent Supreme Steel Shelving is rigid, adaptable, easy to erect. Baked on durable finish.

LARGE INVENTORY ON HAND • PROMPT DELIVERY

SUPREME
the standard of quality in steel shelving.

"Supreme of Maspeth"

SUPREME STEEL PRODUCTS, INC.

52-85 74th Street, Maspeth 78, Long Island, N. Y. **Write for Catalog and Price List 200A**

SUPREMACY IN STEEL PRODUCTS

4 new masterpieces join the distinguished

Milwaukee
METAL-LUX LINE

America's de luxe metal chair line now gives you *more to sell* with these outstanding new numbers. They live up to MILWAUKEE'S reputation for creating that "selling look," and, of course, they embody all of MILWAUKEE'S superior comfort and construction features. Your metal chair sales will show a definite boost when you stock and display these all-new, user-appealing numbers . . .

M2000

M4000

M1000

M3000

The complete MILWAUKEE METAL-LUX line is a solid selling success. If you haven't yet shared in METAL-LUX profits, get the full details today.

Write for complete descriptive literature

MILWAUKEE METAL FURNITURE COMPANY

120 S. La Salle Street, Chicago 3, Illinois

announced this month by **Robert J. Nelson,** a director of the newly-formed organization. The firm will specialize in standard lines such as Bibles and dictionaries.

* * *

Charles D. Chapman, 76, president of the Charles Chapman Co., Ltd., London, Ont. bookbinding firm, died December 27 after a lengthy illness. Among survivors are two brothers in San Francisco, Dr. Eric and Fred Chapman.

* * *

A panel to discuss office short cuts, cost and labor saving devices featured the December meeting of Ottawa branch, National Office Management Association. **Avery Sainthill** was chairman of the panel, made up of the following members: **Doug Ritchie, Sydney Anderson, Jean Hartnett, Yvon Deziel, Wilbert Reaney** and **D. L. McGivern.** A special guest at the dinner was **Hugh Clark,** who brought greetings to the Ottawa group from Edmonton chapter of the association.

* * *

E. C. Lambert has been appointed Western Ontario manager for Dictaphone Corp., Ltd., with headquarters in Hamilton. He will be in charge of the company's direct factory branches in Hamilton, Kitchener, London and Windsor, Ont.

* * *

Diebold Names 54 to Honor Club

Diebold, Inc., of Canton, Ohio, has named 54 members of its nationwide direct sales force to the Diebold Honor Club, an honorary organization of outstanding salesmen.

Membership in the organization is based on sales made during a six months period of 1952. Each of the men named to membership met or surpassed the goal established by the company.

President of the Honor Club is L. B. Townley of Diebold's Indianapolis branch, with a total of 1,984 points —more than three times the number required for membership.

Other officers are: G. M. Baxter of the Canton, Ohio, branch, vice-president; W. S. Doyle of the Cincinnati branch vice-president; C. C. McCall of the Charlotte, N. C., branch, secretary; L. V. Carson of the Los Angeles branch, treasurer.

Directors are A. E. Rogers of Philadelphia, W. W. Hollett of Cleveland, W. Duncan of Charlotte and H. Glotfelter of Indianapolis.

Eureka Specialty Makes Personnel Changes

The Eureka Specialty Printing Company of Scranton, Pa., and Danville, Ill., has announced the following changes of personnel in its stationery division: Albert J. Krause as sales supervisor and Fred H. Powley as merchandise manager.

Mr. Krause, before coming to Scranton was district manager in Eureka's New York sales office. He came to Eureka Specialty Printing Company in 1945 with fine sales experience.

Mr. Powley recently joined Eureka Specialty Printing Company after having been assistant to the director of production and sales, Paper Specialty Division of the American Colortype Company, Chicago.

Texas Company Adds Stow-Davis Line

The Shamaley Company, at 316-318 El Paso St., El Paso, Tex., has added the Stow-Davis line of office furniture to its stock of furniture and office equipment.—JHR

Remington Rand Appoints Sales Supervisor

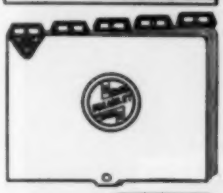
W. R. Parks has been appointed sales supervisor for the Dallas, Tex., branch of Remington Rand Inc. He succeeds George Atkinson, who has been promoted assistant branch manager in Denver, Colo.—JHR

A Circle of Filing Friends worth Cultivating

Barkley Plastic Tab Guides. Letter, Legal and Card Sizes. Durable black pressboard.

Card Index Guides. Index Bristol, buff and colors. Gray Pressboard.

Duratex File Folders. Single and Double-top. 8—9½ and 11 point.



Pressboard Guides — (Gray) Metal Tab, Plain Tab and Celluloid Tab.

Krafoltex File Folders. Single and Double-top. Eleven point.

Index Cards—White and Colors. 200 Line 110# White and Colors. 300 Line 90# White only.

Established 1921

C. L. BARKLEY & CO.

Manufacturers of Filing Supplies

1220 W. Van Buren St. Chicago 7, Ill.

A CHALLENGE TO ALL DEALERS

to compare the new

WORDEN

Secra-Type

with any other typewriter desk for

CONSTRUCTION

★

COMFORT

★

CRAFTSMANSHIP

and

STYLE

No. 242 ST
PATENTED

THE PRODUCTS OF CRAFTSMEN

IN ANY FINISH DESIRED
WRITE FOR DETAILS

THE
WORDEN COMPANY
200 E. 17 STREET • HOLLAND, MICHIGAN

News Notes from Maritime Provinces

W. J. McNULTY, CORRESPONDENT
116 PRINCE EDWARD ST., ST. JOHN, N. B., CANADA

A formal opening was held of the large three-story, centrally located building in Moncton, N. B., which was recently acquired by R. R. Colpitts & Son, Ltd., a firm that has been wholesaling and retailing office supplies since 1857. From the start, the headquarters of this business have been located on Main St. in Moncton. In addition to the Main St. location, the Colpitts firm had occupied for the past five years a building on Robinson St., used as an office furniture showroom and warehouse and for office printing. All the activities of R. R. Colpitts & Son, Ltd., are now concentrated in the recently acquired building which is at 890 Main St. The fronts of the first two floors are almost wholly of glass, and most of the third floor front is of glass.

The transfer of all the Colpitts operations to under the single roof was under the direction of **A. Lorne Colpitts**, president and managing director, assisted by

In Maritime Provinces . . . New store of R. R. Colpitts & son, Ltd., located in Moncton, N. B.

A. G. Ingram, vice-president and store manager, and **N. R. MacGregor,** office manager. A telephone switchboard has been installed to connect all the firm's departments at the new location.

The additional space at the new location has allowed the firm to increase considerably the number of lines and brands stocked. Now offered are: typewriters, adding machines, dictating equipment, duplicating machines, addressing machines, calculators, office safes, filing cabinets, office equipment of every kind, office furniture of every kind, cash registers, numbering machines, supplies of all types for offices, looseleaf devices, and a complete repair service.

* * *

Soulis Typewriter Company, Ltd., has been named distributor for the SoundScriber Corporation and the company's functional dictation system for the provinces of Nova Scotia, Prince Edward Island, New Brunswick and Newfoundland. The Soulis base is at Halifax, N. S., with branches at St. John, N. B., and Moncton, N. B. The Soulis activity in office appliances has covered the past four decades.

* * *

J. E. Cole, manager of the St. John, N. B., branch of Underwood, Ltd., has been accenting the supply of new

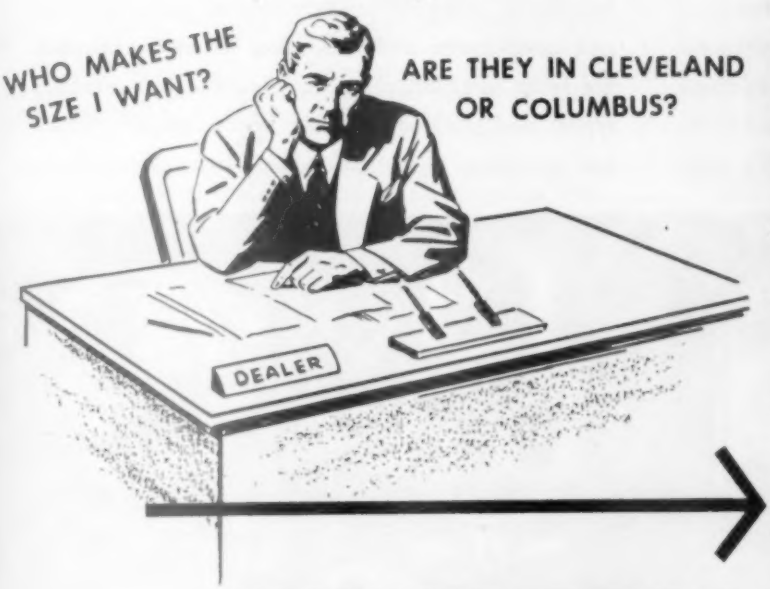
I REMEMBER THE BRAND NAME, BUT WHO MAKES IT?

CAN I GET PROMPT DELIVERY?

WHERE CAN I BUY IT?

WHO MAKES THE SIZE I WANT?

ARE THEY IN CLEVELAND OR COLUMBUS?



This is your ANSWER BOOK

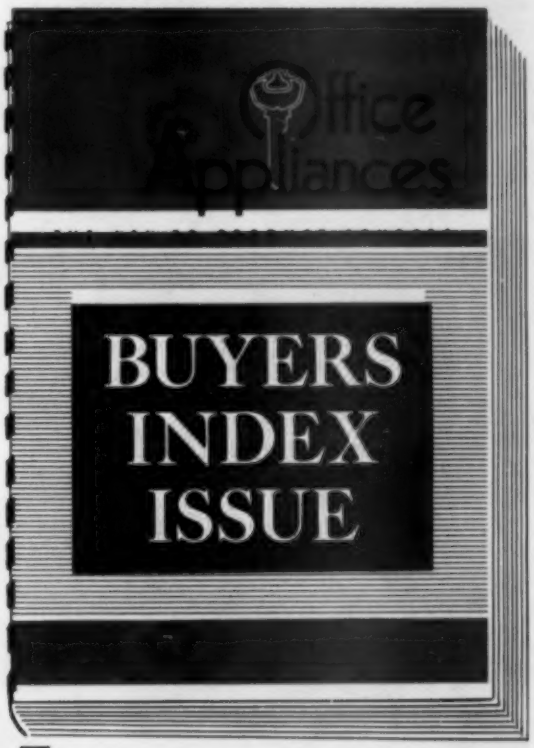
to all your Buying Needs

When you need buying information—save your valuable time—look it up in the 1953 OA BUYERS INDEX. Five Buying and Reference Sections give you the information you need—quickly and easily.

The OA BUYERS INDEX is valuable—it can't be replaced. Keep it on your desk—train and instruct your salesmen and office employees to use it, too—AND RETURN IT TO *YOUR* DESK.

The OA BUYERS INDEX is constantly used by dealers because it is the only complete and most reliable source of buying information in the Office Supply and Equipment Field. Don't let your copy get away from you. You and your business will benefit from using it often.

KEEP IT HANDY ON YOUR DESK . . . AND USE IT OFTEN



5 *Easy to Use Buying and Reference Sections:*

1. **PRODUCT CLASSIFICATION INDEX** A compilation of the Industry's products—over 1,900—cross-indexed for easy reference with names of manufacturers.
2. **DIRECTORY OF MANUFACTURERS** Listed alphabetically, complete name and address—over 3,000 manufacturers of products sold by office supply and office furniture stores. A time and money-saver for the busy dealer.
3. **TRADE NAME—TRADE MARK INDEX** Lists over 6,000 trade marks with names of manufacturers. If you know the trade name but not the manufacturer, here's where you'll find it in a hurry. A real short-cut to essential buying information.
4. **TRADE ASSOCIATION DATA** Lists every city, state and national trade association in all branches of the industry. Includes names and addresses of officers and date of meeting.
5. **MANUFACTURERS' ADVERTISING** Most manufacturers use catalog-type advertising giving you complete buying information.

1953 BUYERS INDEX ISSUE

THE ONLY COMPLETE DIRECTORY IN THE OFFICE SUPPLY AND EQUIPMENT FIELD

Office Equipment Locks
from NATIONAL LOCK

quality items for every possible use

NATIONAL LOCK COMPANY has made a broad line of high-quality locks for more than 48 years. Shown below are typical examples of combination shackle locks, surface mounted and built-in locker locks, filing cabinet drawer locks, cash box locks, combination safe cabinet locks, drawer and door locks and still other locks. Available are lever tumbler, plate tumbler and pin tumbler types, designed for specific applications. Write for complete information and installation data.

If you are an original equipment manufacturer or jobber, write us. If you are a dealer, see your jobber.

Distinctive Hardware . . . All From 1 Source

HANDLES, LOCKS, LABEL HOLDERS, CASTERS, LOCKER HOOKS, HINGES, LIFT HANDLES . . . EVERYTHING FOR OFFICE APPLIANCES

NATIONAL LOCK COMPANY

ROCKFORD • ILLINOIS

and used typewriters for students of public and private schools not only of St. John, but of Fredericton, Moncton, St. Joseph, Chatham and Edmundston, all in New Brunswick. The Underwood branch location is in the same building as the largest business school in New Brunswick and within easy reach of several public schools. The typewriters are offered on easy terms.

* * *

Ahern Safe Company, Montreal, Que., which has been in business the past 72 years, is accenting the York-Diebold burglary chests to protect cash and assure the lowest insurance rates. They are available in a number of sizes, only from Ahern in Montreal.

* * *

Typewriter & Appliance Company, Ltd., Montreal, which claims to be the senior typewriter dealership in all Canada, offers all makes, models, languages, keyboards and type styles of typewriters. Also handles adding and calculating machines. It has been functioning for the past 58 years, covering Quebec province.

* * *

The Ace Office Equipment Company, Montreal, is offering a bilingual typing course without charge. This is reported to have appealed to a goodly number of men and women and to have been given special attention at the firm's base and branch. Free demonstrations of the Royal portable typewriters are being given in homes from 9 a.m. to 9 p.m.

* * *

Two recent retirements reported were **William Woods** and **Harvey Hamilton.** Mr. Woods had been selling stationery supplies for about 60 years and Mr. Hamilton for about 27 years.

* * *

A recent marriage was that of **Miss Doris Fox** and **Paul Fiset,** of Montreal. The groom is on the staff of the York Office Supplies.

* * *

Dominion Machinery & Equipment Company, Ltd., St. John's, Nfld., has completed closing out its stock of Imperial typewriters and Sonagraph Tape writers and is devoting all its attention to products of R. C. Allen Business Machines. The Dominion firm has become sole representative in sales and service for all of Newfoundland for the Allen firm. Branch dealers have been named at a number of the centers on the island.

* * *

H. M. Merrifield, who covers the eastern provinces, including New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland, for Lucketts, Ltd., has become a member of Luckett's 25-Year Club, and has been the recipient of an engraved wrist watch.

* * *

The National Cash Register sales and service location at Saint John, N. B., involves much more space than that previously occupied. For many years, the branch was in a building on Union St., several hundred yards out of the center of the city. The move has been toward the heart of the local business section, allowing far more opportunity for window and interior display.

* * *

L. T. Allen, president of J. & A. McMillan, Ltd., Saint John, N. B., one of the oldest office supply firms in the world, and with a background of over a century, is now president of the Canadian Credit Men's Trust Association. He is a veteran in the McMillan service.

* * *

Sterling Typewriter Company, Montreal, Que. is offering up to three months' rebate on the rental payments for Royal typewriters in purchase of Royals. Accompanying each machine sold are 25 sheets of bond paper and a finger chart.

* * *

J. W. Flewwelling of East St. John, N. B., who died recently after an illness of several months, was head

In Mexico mistakes just GO! The Mexican way is the easiest way, the American way, the world's-best way, the Weldon Roberts way, of correcting handwriting and typewriting mistakes in any language!

Smart users and dealers everywhere pick Weldon Roberts Erasers for these biggest advantages: absolute quality, dependability, uniformity—*plus* biggest selection of exactly-suited sizes, shapes and textures for specific erasing uses.

Refresh your memory NOW on all the Weldon Roberts advantages you can feature. Write us.

930 ENSEMBLE (Pink & Gray Rubber). A combination eraser that does most everything. Handy, bias-beveled shape. Soft, pink pencil rubber joined to soft, gray ink eraser. For ink, pencil and crayon erasing. All of your customers can use it.

399 TRI-PLY—The original, superior, 3-layer eraser for typists. Two outer plies of red pencil-rubber, for smooth, clean erasures on originals and carbon copies, center ply of soft gray ink-eraser for a single letter or a complete line.

WELDON ROBERTS RUBBER CO.
6th Ave. & No. 13th St., Newark 7, N. J.
World's Foremost Eraser Specialists

Weldon Roberts Erasers
Correct Mistakes in Any Language

Look to
LONGHORN
CARBONS and RIBBONS
for a LONG profit

Leaders in AMCO's complete line of carbons and ribbons for the office—leaders in sales and profits for you!

Send for Illustrated AMCO Catalog

Amco
AMERICAN CARBON PAPER MFG. CO.
Factories at Ennis, Texas—Chatham, Virginia
Warehouses and Offices at Houston, Dallas, New Orleans, Birmingham, St. Louis, Denver, Los Angeles.

of the Flewwelling Press, Saint John, dealers in office equipment. He had been active in church work for many years, in the Saint John district.

* * *

R. H. Davis & Company, Yarmouth, N. S., headed by **S. B. Davis,** is giving special attention to Remington appliances, viz. typewriters, adders and cashiers with rentals of standard and portable typewriters and adding machines. A special offer has been made on three-drawer letter-size filing cabinets. Distribution is through western Nova Scotia; where a new car ferry now under construction, is to be placed in service in the summer of 1953. This is to connect Bar Harbor, Me. and Yarmouth.

* * *

The sixth anniversary of the opening of Dieppe House was recently celebrated at St. Hilaire, Que. This retreat, specifically for men and boys afflicted with epilepsy, was established by the late **George A. Savoy,** of St. John's, Que., an office appliance dealer. It was provided in memory of **Major Paul Savoy,** who met death while fighting with the Canadian army.

Olson Sees Brighter Pen Industry Outlook

Three factors—confidence of business in the new administration, development of new products, and possible removal of controls on some raw materials—should produce an expansion of business and sales in the writing equipment industry during 1953, according to Wilbur K. Olson, president of the Fountain Pen & Mechanical Pencil Manufacturers Association.

"The confidence of the business world generally is in our favor," he said. "If reduced spending is accompanied by a balanced budget during the new year, there should be no question about the economic outlook for the writing business in particular and industry in general."

The uncertain outlook of industry during the past few years has resulted in the shelving of over-cautiousness as business pushes ahead under a more favorable administration, said Mr. Olson, who is also director of development for the W. A. Sheaffer Pen Company.

"Business has been spending almost against its better judgment during 1952," he said. "Release from that situation will have a fine effect on the confidence of the nation in industry."

Development of new plastic materials and removal of controls on other raw materials such as metals should permit virtually full production of writing instruments barring a national emergency.

Another cause for optimism is the prospect of a possible expiration of the excess profits tax on corporations on June 30, Mr. Olson said. This would provide smaller businesses, which make up the writing equipment industry, with additional cash for research and development. These two phases of a company's operation are essential in the highly competitive writing instrument business, he added.

"If we are to continue to grow and to take advantage of the anticipated favorable conditions in 1953, we cannot rest on our past successes but must continue to meet competition with new and improved products," he said.

Mr. Olson explained this was demonstrated within his own company during the past year when Sheaffer introduced the new Snorkel fountain pen.

With a sounder economic outlook in prospect for 1953, the Sheaffer Pen Company also plans to strengthen its position in foreign markets. During the past year, the company set up a manufacturing plant at Melbourne, Australia, for production of pens and mechanical pencils. Output of this plant is expected to be stepped up considerably during 1953, the pen company executive said. In addition, the company's Canadian plant at Malton, Ontario, is increasing production of Snorkel fountain pens to meet the Dominion demand.

FOR THE CUSTOMER WHO DEMANDS *Quality*

...at a moderate price

Price alone is *not* a yardstick for measuring quality. For, while Shepherd chairs are definitely in the medium price range, we sincerely believe they are the *finest* chairs on the market today. We believe too that Shepherd quality is recognizable by your customers . . . that they can *see* the difference in materials, construction and detailing . . . and can *feel* the difference in comfort. You will find, as so many other dealers have, that Shepherd is the easiest-to-sell, most profitable line of office chairs you can handle.

Shepherd

OFFICE CHAIRS

Write today for catalog, upholstery swatches and price list.

SHEPHERD CHAIR COMPANY

1914 MAIN STREET • MELROSE PARK, ILLINOIS

IN THE BEST PLANNED OFFICES *Crest*LINE OF COURSE

OFFICE-PLAN-RULE

A full foot rule with quarter inch scale, plus scale templates to make laying out an office an easy, pleasant job.

Redoing YOUR OFFICES?

HERE IS A PLAN TO HELP YOU get the most out of your office space. The CRESTLINE *Office-Plan-Rule* is made of clear plastic with cut out templates for all furniture units. It is worked out on a ¼" scale to give a liberal 48 feet of floor space, and it is yours free. With the rule, you will also receive the full color catalogue on the famous CRESTLINE Steel Office Furniture and a booklet on the CRESTLINE File Line. Use the coupon below for your *Office-Plan-Rule* and catalogues . . . no obligation, of course.

FREE-CRESTLINE *Office-Plan-Rule* is yours without obligation . . . just send in the coupon below.

*Crest*LINE
OFFICE—PLAN—RULE

SECURITY STEEL EQUIPMENT CORPORATION
MIDDLESEX ROAD, AVENEL, NEW JERSEY
Please send me the CRESTLINE *Office-Plan-Rule* and the two CRESTLINE Catalogues without obligation.

Name_____
Firm_____
Address_____
City_____ Zone____ State____

SELF-AID IN OFFICE PLANNING IS SECURITY DEALER THEME FOR '53

Security Steel Equipment dealers are going to receive the support, in 1953, of a campaign which—because it is based on an appeal that few can resist—is certain to be a successful *sales promoting* program.

The leading feature of this new advertising and selling campaign will be the CRESTLINE Office-Plan-Rule. Through the use of this 12 inch clear plastic, ¼" scale rule anyone can lay out and plan a one-desk to a multiple-desk office. Scaled templates for all CRESTLINE office furniture makes it an exclusive CRESTLINE Dealer Aid.

Prospective CRESTLINE customers can now plan their own offices with a minimum of effort and for a maximum of efficiency and appearance. They will be able to see exactly how each piece of CRESTLINE furniture will fit and look in any desired arrangement. The CRESTLINE Office-Plan-Rule is now being made available, without charge, to all interested prospects for office furniture.

Reproduced on the left is the first of a full year's series of national advertisements on CRESTLINE Office Furniture featuring the CRESTLINE Office-Plan-Rule.

This series of ads, plus a new four-color CRESTLINE Desk and Table catalogue, a 12 page CRESTLINE File catalogue and the CRESTLINE Office-Plan-Rule, comprise this very powerful 1953 advertising and selling program . . . launched on behalf of all the dealers of Security Steel Equipment Corp., Avenal, N. J.

German Industrialists See American "Know-How"

Coming to the United States "to see how you do things," eleven industrialists, members of the German Machine Tool Association, have spent a month touring plants and factories from New York to Rockford. This is the first such tour since the last war and the first of several industry groups who will visit America's leading industries.

All of the visiting industrialists have plants located in the friendly Western Zone of Germany. Without exception, all have had to re-establish in whole or in part their manufacturing facilities.

Making arrangements for the tour and serving as an interpreter for the group was Dr. Gunther Stieneke of the German Educational Travel Association of New York.

Twenty-five plants in eleven cities were visited by the industrialists who paid "their own way" for the experience. They came to the United States to observe and study trends and development in American production methods.

"The most impressive thing to the group," Dr. Stieneke pointed out, "is the high speed in assembly and the great amount of production in American plants."

Use of Semi-Skilled Labor

Dr. Fritz Kappel, president of the German Machine Tool Association, was surprised to find a great number of unskilled and semi-skilled workers in American plants. "In America, you have people doing jobs that we in Germany entrust only to a worker who has served several years of apprenticeship," he said, and pointed out that German mechanical perfection is still a proud heritage today. "We are perfectionists and accuracy for accuracy's sake is a matter of pride with us. While American standards are not as high as Germany's, I have noted that a high degree of perfection is maintained," Kappel added.

A stop in Chicago was of particular interest to Otto Reichert, president of Olympia Werker West, manufacturers of portable typewriters and adding machines. He inspected the assembly lines at the Victor Adding Machine Co., 3900 N. Rockwell St. "I can hardly believe what I see," he said, "so many machines—where do they all go?"

In comparing production, Mr. Reichert told engineers that Victor production time was considerably faster than his company's and the product required fewer inspection checks in assembly. In comparing servicing required and the life of the machine, the American Victor rated even with the German Olympia.

Fred V. Haines Joins Emeco Corporation

Edward A. Keeling, general sales manager of Emeco Corporation, has announced the appointment of Fred U. Haines as manufacturers' representative for that organization.

Mr. Haines, whose offices are located at 1010 Vermont

Fred U. Haines

Ave., N.W., Washington, D.C., has been associated with the office equipment industry for 31 years and is well known by members of the industry. Mr. Haines will cover Maryland, Virginia, West Virginia and the District of Columbia for Emeco.

"Free and easy" is one way to describe the feeling Collier-Keyworth Chair Controls give through their patented "Equi-Balanced" action. An exclusive, outstanding Collier-Keyworth feature, it always assures smooth-tilting, comfort-controlled motion. For all-steel, revolving chair controls . . . carefully constructed for long-wearing satisfaction . . . ultra modern in design . . . buy Collier-Keyworth!

CK CO.

COLLIER-KEYWORTH CO.

Firm Marks 25 Years in Midland, Tex.

The West Texas Office Supply just celebrated the firm's 25th anniversary and completion of a recent remodeling program with an open house at 204 West Texas Ave., in Midland, Tex.

Midland's oldest office supply firm was founded by Earl and Ethyl Horst, the firm being purchased by Charles W. Chancellor, Sr., in 1942. Mr. Chancellor, former district manager for Sinclair Oil Company, sold the business last January to his four sons and a nephew. He still serves in an advisory capacity.

From a small business space, the firm has expanded through the years, until now it covers 14,000 square feet of floor space. A complete furniture department was added recently.

Charles W. Chancellor, Jr., serves as manager of the store; Victor Chancellor is assistant manager; Joe H. Chancellor, buyer; Camden and Stuart Chancellor are outside salesmen; Jim Turner is manager of the furniture department and Tom Cox manager of the branch store that was opened in Odessa, Tex., in 1947.

The West Texas Office Supply has one of the largest and most complete printing plants in West Texas and a major item is oil and gas legal forms which are sold throughout the world.

A total of 21 employees has been lost by the firm to the Korea war, while most of the present employees are veterans. There are 44 employees at present working for the company.

Victor Supplies Units for Digital Recorders

The Victor Adding Machine Company recently made the initial shipment of the printing unit for a new high speed electronic counter for Berkeley Scientific, manufacturers of digital recorders for sequential count information.

The Berkeley digital recorder provides a direct means of permanently recording sequential count information on a standard adding machine tape. It is designed to operate from electronic counters, events-per-unit-time meters, time interval meters, nuclear scalers and electronic totaling devices.

Victor and Berkeley engineers developed the special printing mechanism from the 10-key keyboard Victor adding machine. Tests and experiments proved the Victor machine measured up to the high mechanical requirements demanded of a high speed unit counter.

The digital recorder provides a permanent record of the variation in the physical quantity under test. The unit is ideal for making a record of short term or long term variations. Once the equipment is adjusted for the desired information, there is no need for an operator to be present as the results are permanently recorded on the adding machine tape.

Journal-Star Features Stationery Lines

Opening of the new Journal-Star Printing Company building in Lincoln, Nebr., has enhanced the facilities for the stationery department which is operated as an adjunct to newspaper publishing, commercial printing and photoengraving.

To provide complete service for its customers and live up to its "all under one roof" reputation, the Journal-Star Printing Company carries a complete line of stationery.

This includes pens, pencils, typewriter paper, office supplies and office equipment.

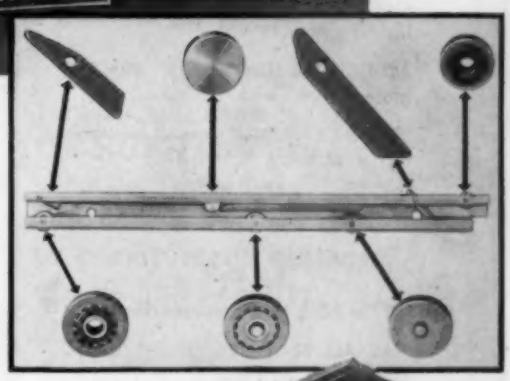
Thus, firms and governmental units in Nebraska towns, when ordering their printed forms, can also request stationery.

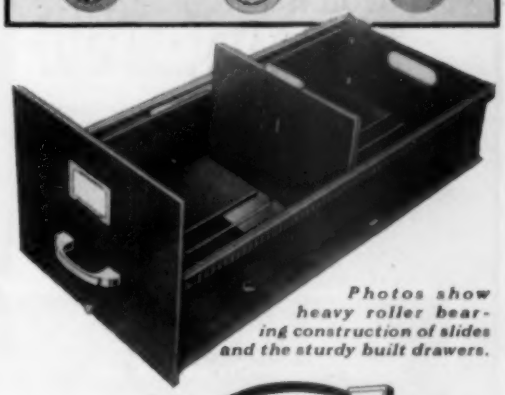
The company has the Lincoln franchise for Globe-Wernicke office equipment and has exclusive sales rights for the Hazel county record books.

Around 2,000 items of office supplies and forms are carried in stock. Bank supplies are sold in Iowa, Kansas and Missouri as well as Nebraska.

Just what does PEERLESS mean by GRADE "A"?

Design Pat. App. for





Photos show heavy roller bearing construction of slides and the sturdy built drawers.

The Peerless Filing Cabinet shown above, undergoing tests in the display window of a New York Office Furniture Dealer, definitely proved the "Plus-value" built into our "6600" line. Carrying an 80 pound load, the drawer was opened and closed on a standard testing machine in full public view. This went on day after day and it was not until an astounding 171,000 in and out operations had been reached that it refused to function properly.

Just compare this with service in the busiest office where 10 daily openings of each drawer is average. Even under that busy rate of use, the Peerless would last 57 years.

This means, when you sell Peerless "6600" Filing Cabinets, you offer your customers a 47 year bonus beyond the 10 year period of cost depreciation followed by most companies. For your customers who demand quality, by all means, it will pay you to offer them "Peerless". Write for details.

PEERLESS STEEL EQUIPMENT CO.

6604 Hasbrook Avenue, Philadelphia 11, Pa. New York Chicago Dallas Los Angeles

DEALERS LOOK!

HERE'S A *Quality* OFFICE UNIT THAT SELLS FOR THE PRICE OF A DESK!

New "E" Office Units (Economy of price / Economy of space)

$149.50
(recommended sale price)

X and T Combinations form private offices, with desks, for as low as $105.00 per person.

E-1 Basic Unit, 48" x 54"

TWO-TONED—Partitions in modern grey—desk and accessories in grained lighter grey.

ADJUSTABLE HEIGHT—42" with 24" glass, or 48" with 18" glass.

SPACE SAVING—4 sizes—3 less than 60" x 60"

E-4 Unit
60" x 60", with accessories

HAS ALL FEATURES OF E-1 BASIC UNIT PLUS . . .

STOROFILE—multiple purpose file or storage cabinet.

UTILITY WING—adds extra desk surface for telephone, dictaphone, typewriter or business machine.

DRAWERS and BOOKSHELVES.

AT LAST! E UNITS OFFER YOU QUALITY OFFICE UNITS AT PRICES YOUR CUSTOMERS CAN AFFORD.

GR Products Inc.

Write for Illustrated Catalogue.

144 Federal Square Bldg., Grand Rapids 2, Michigan

(ALSO OFFERING A COMPLETE LINE OF SOUND ABSORBING PARTITIONS.)

Parker Pen Peers Into the Dim Future

The newest fountain pen products often stem from research and developmental work done years in advance. For instance, ball points and extensible filling tubes were laboratory projects of the 20's, yet only recently made an appearance on the market.

With this in mind, researchers at the Parker Pen

Looking Ahead . . . The atomic fountain pen (inset) as visualized for 1975 by Parker Pen Co. technicians, carries in its protective barrel a tiny pellet of atomically active substance. By the dawn of the 21st century, it is predicted that writing instruments (lower) will have lost all semblance to today's fountain pen. Drive wheels will carry the device down the verticle length of the writing surface—a synthetic fabric which will never deteriorate.

Company were asked to put on the drawing boards their impressions of what writing instruments of the far off future might look like.

For 1975 use, a nuclear energized pen is predicted. "Hot" molecules will burn a written impression on surface paper particles to replace the inked line of today. A small photo-electric eye in the pen will govern intensty of the ray regulating line density and width. To achieve variety in color, the paper, far greater in tensile strength than today's, will be chemically treated.

By the year 2000, according to the laboratory men, the fountain pen as we know it today will have entirely disappeared. By then it will be a compact recording unit which will receive and record vocalizations in an advanced form of shorthand.

H. L. Gevaart Retires from Standard Duplicating Machines in Milwaukee

Standard Duplicating Machines Corporation has announced the retirement in Milwaukee, Wis., of a well known representative, H. L. Gevaart.

All sales and service for Standard duplicators in Milwaukee is now being handled by the new district agent, L. C. Jones, at the same address, 744 N. Fourth St.

Mr. Gevaart has been one of the organization's outstanding producers in nation-wide competition and one of the oldest agents in point of service.

"Lew" Jones has spent the greater portion of his business career in the field of fluid duplication. He has specialized particularly in systems form work.

REPEAT BUSINESS

build

profitable sales

with

DARNELL CASTERS

The longer your customers use cheap casters the **MORE** they pay for them ... Damaged floors and floor coverings due to poorly made casters can be quite costly.

Write today...

Free Manual

DARNELL CORP., LTD.
DOWNEY, (Los Angeles County) CALIF.

60 Walker Street, New York 13, N.Y.
36 North Clinton, Chicago 6, Illinois

announcing

two new

Adjustable Posture

general

office chairs

by Taylor

9831½VR
(with upholstered back No. 9835½VR)

9832½
(with upholstered seat
No. 9832½VR)

be the first in
your city to offer
these chairs . . .
order floor samples
today.

FOR NEW OFFICES—OR TO MODERNIZE—SELL

Taylor fine Chairs . SINCE 1816

WRITE FOR CATALOGUE AND COMPLETE INFORMATION

THE TAYLOR CHAIR COMPANY • BEDFORD, OHIO

Passed Away

Robert Bestow,

long associated with the typewriter industry, died on December 6 at his home in St. Petersburg, Fla. He was born on June 25, 1869, in Manchester, England, and came to America as a young man.

After working in various jobs he became associated with the production department of the Remington Typewriter Company in Illion, N. Y. He entered the employ of the Corona Typewriter Company, Inc., Groton, N. Y., on October 1, 1909, as an aligner. In 1910 he was transferred to the Philadelphia office to assist in sales and service and in a short time was appointed manager of the office.

Later he returned to the company's main office in Groton and was appointed foreign sales manager. In this capacity he circumnavigated the globe and visited every important city in the world. When L. C. Smith & Corona Typewriters, Inc., was formed, he was made assistant foreign sales manager of the new company.

When L. C. Smith & Corona Typewriters of Canada, Ltd. was organized, Mr. Bestow was placed in charge of operations and in 1932 opened a sales office in Toronto and set up the manufacturing assembly line. Later he returned to Syracuse and served in the sales departments until he retired in January, 1939.

Mr. Bestow's remarkable gift for winning friends and his natural business ability made him a successful sales manager and business executive with host of friends all over the world.

He is survived by his widow, E. Anne Davis Bestow, of Canajoharie, N. Y.; a son, Ralph J. Bestow; a granddaughter, Mrs. T. H. Brennan; five great grandchildren, all of Geneva, N. Y., and several nieces and nephews of Illion, N. Y. Funeral services were held at the Applegate Funeral Home in Illion at 10 a.m., Friday, December 12. Burial was in Armory Hill Cemetery, Illion, N. Y.

* * *

Bert M. Morris,

well known and beloved figure in the stationery industry, passed away at his home on the evening of December 11.

Born in 1880 at Tuscola, Ill., Bert started his career at the age of 18 by joining the J. C. Packard Stationery

The Late
Bert M. Morris

Store in San Diego in 1898. He later moved to Los Angeles to work for Sanborn Vail and then Cunningham, Curtis and Welch.

In 1910 he entered business for himself under the name of Bert M. Morris Company, as a manufacturers' representative for many of the larger, more prominent lines in the stationery industry. He established headquarters in San Francisco and conducted a large, successful business with such lines as Binney & Smith, Sainberg, and Wahl Eversharp pencils.

In 1928 he established the present Bert M. Morris manufacturing business in Los Angeles and pioneered the desk top writing equipment field with the now famous Morriset which was to be the first of several commercial desk top products.

Mrs. Morris, who has continued as an active officer

BUSINESS
is a pleasure . . .

Wiltshire Modern Softone, used in the executive offices of the Sandy City Bank, Sandy City, Utah, installed by The Medwick Office Supply Co., of Salt Lake City.

. . . when it's conducted over a Wiltshire Modern Softone desk

• Customers like to do business over Wiltshire Modern Softone office furniture. Not only does this luxurious Imperial furniture add prestige and attractiveness to executive offices, it's "easy on the eyes." The Softone finish lessens fatigue by reducing glare.

Office furniture dealers across the country are making mass installations to institutions, by offering Imperial's Wiltshire Modern. Write today for descriptive catalog.

Regular advertising in these national magazines "pre-sells" your customers on Imperial wood office furniture. Cash in on this bonus by keying your sales effort to Imperial's advertising.

Imperial
desk company
EVANSVILLE 7, INDIANA
MANUFACTURERS OF WOOD OFFICE FURNITURE

MEMBER WOOD OFFICE FURNITURE INSTITUTE

CURMANCO
Steel Office Specialties

Letter Racks

CLEARS YOUR DESK FOR ACTION. Sorts, Classifies and Distributes the papers of your daily work. Sloping Trays Catch and Hold the papers. NO CORNER POSTS TO DODGE. Green, Gray or Brown.

No. 102. Letter Size, 2 tray and base **$5.50**
No. 103. Letter Size, 3 tray and base **$6.50**
No. 104. Letter Size, 4 tray and base **$7.50**

Sorting Tray

For ready reference. Opens like a book. Instant contact with 1-31, A-Z, Monthly, or Tab Indexes. Corrugated bottom.

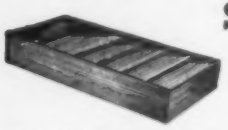
No. 115. Letter Size, Without Index, Olive Green **$5.00**
No. 116. Legal Size, Without Index, Olive Green **$6.00**

Correspondence Separator

A HANDY MEANS OF CLASSIFYING Correspondence. Price Lists or Catalogs for Immediate Reference. Not Adjustable. Special Sizes Made to Order. Many firms have simplified sorting routine by purchasing special Separators with 4" to 12" partitions and from four to thirty pockets. Olive Green Art Steel.

No. 105. Letter Size, 5 Pocket, 1⅝" Wide **$6.00**

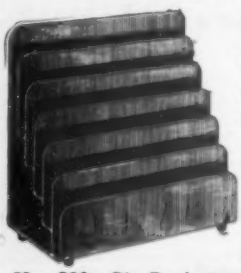
Stationery Separator



Insert for desk drawer. Holds letter heads, carbon, and copy paper. Saves time, space and stationery.

No. 310. Letter Size, Olive Green **$4.75**

Cashier's Pad Rack



Every business has various pads, bank checks, receipts, contracts, partial payments, delivery and service forms. This rack holds each in a pocket easy to reach. Saves space and confusion. Art Steel electrically welded. All one piece. Hollow space inside.

No. 566. Six Pocket, packed 6 to carton **$4.00**
No. 568. Eight Pocket **$5.00**
No. 570. Ten Pocket **$7.50**

Center Drawer Desk Trays

ADJUSTABLE

Pins, Clips, Pencils, etc., quickly available without clutter and confusion. Art Steel Olive Green Finish.

PACKED 12 TO CARTON

No. 425. 4x1⅞x18 to 31", Adjustable: 12 to carton **$2.75**

ORDER TODAY

Currier Manufacturing Co.

2448 W. LARPENTEUR AVE.
ST. PAUL 8, MINN.

"So good looking!"

"That's what the boss says *now* about all my work! No wonder he's pleased — my letters look sharp and beautifully typed, my carbon copies clean, clear and legible no matter how many I make, thanks to *OLD TOWN!"

In offices everywhere this discovery is being made, every day—that for the "best impressions" there are simply no better carbons and ribbons than OLD TOWN—scientifically created and designed to meet the exact need!

DEALERS with a profit-wise eye to the future are featuring Old Town! Get the step-by-step facts now—and learn of the many advantages in handling this great, world renowned line. Write for complete franchise information which can mean ever-increasing revenue for you throughout the years!

•

OLD TOWN CARBONS

New, non-curling, non-smearing, easy and clean to handle—

OLD TOWN INKED RIBBONS

Pure Silk — Nylon + AF — Egyptian Cotton for all machines — nothing finer.

Old Town CORPORATION

750 Pacific Street, Brooklyn 38, N.Y.

in the company will, with the help of employees, take over management of the firm.

Bert M. Morris leaves a host of friends in the stationery business and allied lines of office equipment throughout the United States.

Mr. Morris is survived by his widow, Alice M. Morris; his two daughters, Mrs. Gloria Anderson and Virginia Morris; and a son, Bud M. Morris.

✣ ✣ ✣

Oscar Darwin Trick,

of Trick & Murray, one of the leading stationery houses of Seattle, died in December in Maynard Hospital, Seattle, aged 70 years. He had been ill with a heart ailment for several months before his death in the hospital. He founded Trick & Murray ("In a Hurry" —it's slogan) in 1904, as a book-binding firm, one of the city's first three such concerns, which rapidly expanded into the commercial stationery and printing field. The Alaskan field was also covered each year by his representatives. The company is to mark its fiftieth anniversary next year.

Born in Chicago, Ill., Mr. Trick soon went to the Pacific Northwest, first to Tacoma, Wash., as a child, and then to Seattle in 1904 when he immediately formed his book-binding, stationery and printing business, which has sales salon and headquarters at 115 Seneca St., Seattle. He had lived with a daughter, Mrs. Darwin Lounsbury at 517 Malden Ave., Seattle.

Besides this daughter, he is survived by another daughter, Mrs. Dudley Scholten, of Ann Arbor, Mich.; a son, Berton G. Trick of Seattle; a sister, Mrs. Henry Scott of Pasadena, Cal.; a brother, Edward Trick of Seattle, and eight grandchildren.—CML

✣ ✣ ✣

James Everett McRae,

long identified with stationery, school supply and book retailing circles of Seattle, Wash., died last December of a heart attack.

He had been most active for a full quarter-century in the management of the University Bookstore but in recent years had retired to Whidbey Island, in Puget Sound. Born in Snohomish, Wash., 63 years ago, he received his education in Seattle and was graduated from the University of Washington there in 1911. Under his management of the University Bookstore in the 20's he expanded the retailing of a wide variety of stationery, typewriters, and diversified school supplies along with text and other books.

He was twice president of the National College Book Store Association, as well as a life-long member of that group.

Besides his widow, Lailla, he leaves two sons, Alan McRae, of Bishop, Cal., and David of the University of California, at Los Angeles, as well as two daughters, three sisters, and nine granddaughters.—CML

✣ ✣ ✣

George R. Stilwell,

81, retired owner of the Stilwell Typewriter Exchange and Office Supply Store, Syracuse, N. Y., died December 5 after a long illness. He opened the first typewriter store in Syracuse, selling it in 1912 and moving to California. In 1916 he returned to Syracuse and established the Stilwell Typewriter Exchange and Office Supply.

His widow and a daughter survive.—GET.

✣ ✣ ✣

D. A. "Jerry" Towle, Jr.,

district representative of the Standard Furniture Company in the New England states since July 1950, died on December 5 in Massachusetts General Hospital, Boston. He had been a patient there since October.

Mr. Towle was taken ill in October while attending the NSOEA convention in Chicago, and, upon his re-

"The sharpest looking you've ever seen!"

"Since we've gotten the *Old Town Spirit Duplicator, paper work bottlenecks have just disappeared at our office!" For the "best impressions" there is nothing to equal efficient, easy-to-use Old Town spirit machines and supplies.

Type, write, draw or print through Old Town Super-Kleen Spirit Carbon — you have a master that is sharp, clean, ready to go to work for you.

With an Old Town Spirit Machine — rugged in construction, the finest you can buy at any price—you will be amazed at the hundreds of quality copies you can make in a matter of minutes from a single master.

DEALERS: Taking on the OLD TOWN Spirit DUPLICATOR franchise is like taking on an Annuity. The steady flow of repeat orders for duplicator supplies means substantial profits to you . . . today, tomorrow and for years to come. Write today for details.

*

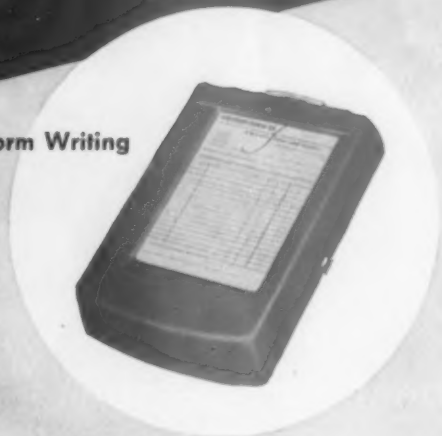
Manufacturers of Duplicating Machines & Supplies... Non-curling Carbon Papers . . . Finest Ribbons.

750 Pacific Street, Brooklyn 38, N.Y.

Old Town CORPORATION

for every need . . .
AUTOGRAPHIC REGISTERS and SYSTEMS

On-the-Job Form Writing



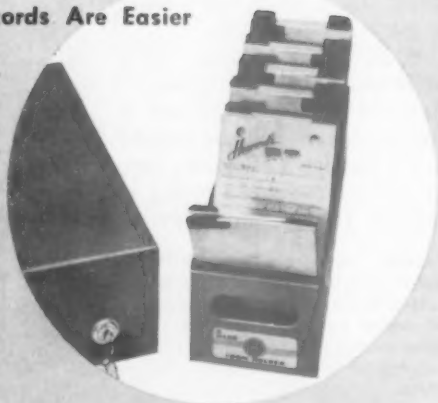
Here's a better Portable Register. Positive registration of forms, loads easier, light to carry and it is break-proof.

Locked-in Copy Control

No more "lost" records with a Hano Locked Compartment Register. Sizes and models to fit every need.

Accurate Records Are Easier

with the new Hano Bookkeeping Tray arranged for alphabetical filing of "office copies." Makes statement preparation an easy routine.



PHILIP
Hano Company
INC.
HOLYOKE, MASSACHUSETTS
Established dealers wanted in the South, Southwest and Mid-west.

turn home, suffered a relapse from which he did not recover.

Before becoming associated with the Standard Furniture Company, Jerry, as he was known throughout the industry, was with the Milwaukee Chair Company in a sales position. He was widely known and respected for his genial and efficient representation of outstanding manufacturers in his business.

He is survived by his widow and son of Winchester, Mass.

✣ ✣ ✣

Charles H. Pixley, Jr.,

78, nationally-known safe expert, died December 17 at Flower Hospital, Toledo, Ohio. Mr. Pixley, whose father and grandfather were also in the safe business in Toledo, beginning in 1868, caught a cold which developed into a fatal illness of pneumonia. He operated the Pixley Safe Company, 613 Jackson St., Toledo.

Surviving are the widow, Violet, and a sister, Jessie.—AK

✣ ✣ ✣

N. B. Lester, Sr.,

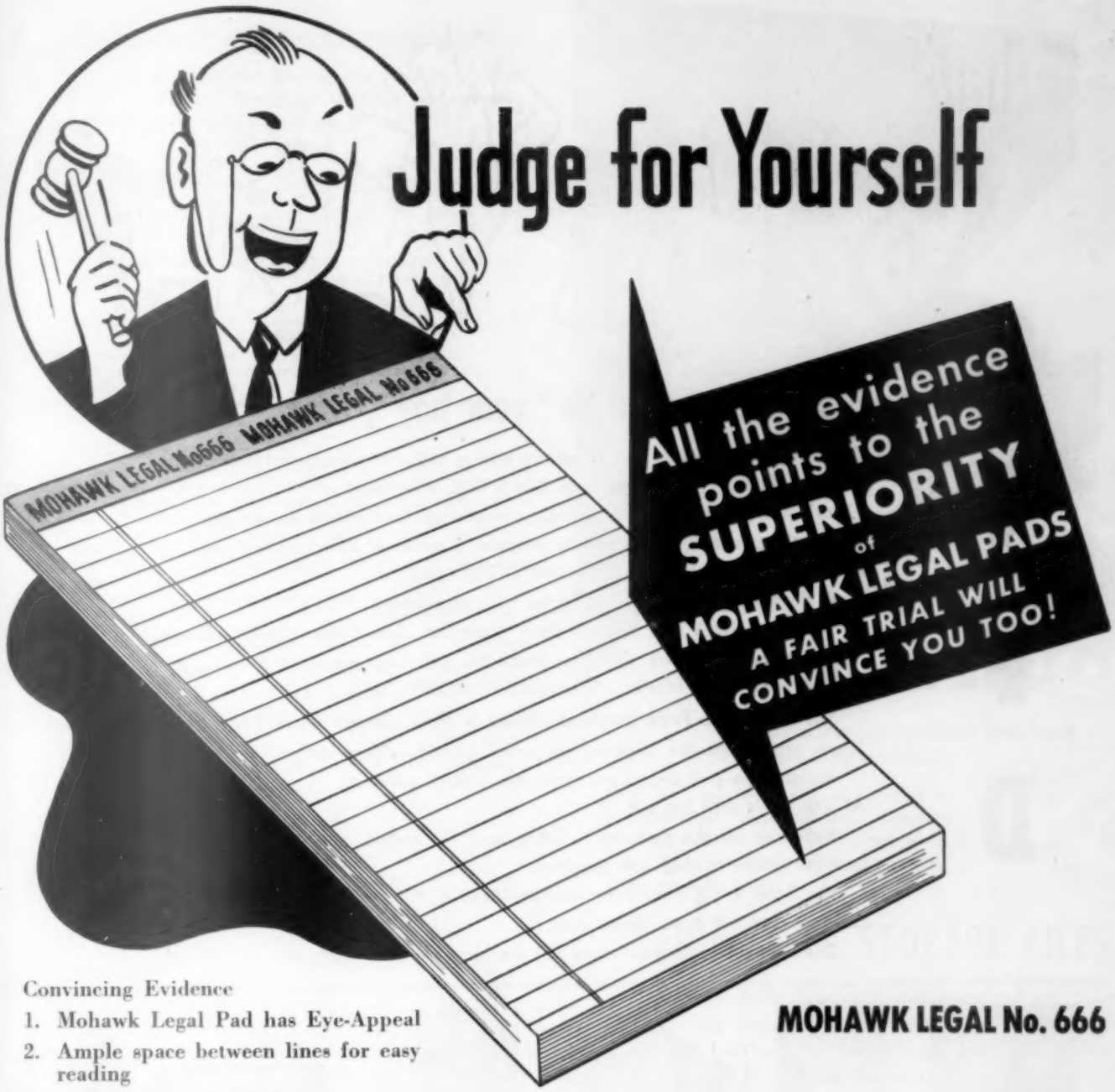
46-year-old assistant superintendent of the M. L. Bath Company, office supply firm of Shreveport, La., died on December 29, 1952. He had been with the company for the past 28 years.—EEG

Printing Company Chartered in Texas

The White Blue Print Company of Houston has been chartered in Houston, Tex., with a capital stock of $15,000. Incorporators are Luther Graham, Frank E. White and Raymond Gentry, all of Houston.—JHR

All-Rite Display . . . Pictured is a special window display featuring the All-Rite ball point pen as carried by the Fred Harvey Shops throughout the nation. These displays have made the pen familiar to rail travelers and have stepped up merchandising.

Judge for Yourself



Convincing Evidence

1. Mohawk Legal Pad has Eye-Appeal
2. Ample space between lines for easy reading
3. Ruled lines easily defined
4. Fine paper stock—canary bond sheet—soft coloring
5. Perforations tear clean
6. Stitched and reinforced for strength
7. Wrapped in uniform cartons—½ gross to carton
8. Compelling price

All stock sizes . . . 8½" x 11" 8½" x 13" 8" x 12½" 8½" x 14"

Write us for information on *Dealer Imprint*

MOHAWK LEGAL No. 666

Bond Scratch Pads
Yellow Second Sheets
Typewriter Bond Paper
Mimeograph Paper
Duplicator Paper
Ruled Tablets
Legal Ruled Pads
Index Cards
Price Book Sheets
Memo Refills
Typewriter Pads
Adding Machine Rolls
Writing Tablets

Send For Your New Mohawk Catalog

MOHAWK—The Stationer's Paper Line

MOHAWK TABLET COMPANY
1703-19 EAST END AVENUE
CHICAGO HEIGHTS, ILLINOIS

"that's my boy!"

the postman can be "your boy", too!

V P D

Send him to customers and prospects with a series of direct mail promotions from you and he'll bring back BAGS FULL of orders!

"That's just peachy!" you're probably muttering, "but where do we get the time, talent and money to prepare a series of direct mail pieces?"

Relax, man—WE'LL *GIVE* EVERYTHING TO YOU!

6 clever, colorful, complete direct mail promotions on Joshua Meier V.P.D. acetate sheet protectors, Spel-Binder display albums, factory sheet-holders. Circulars imprinted with your name, sales letters, order blanks—THE WHOLE WORKS FREE!

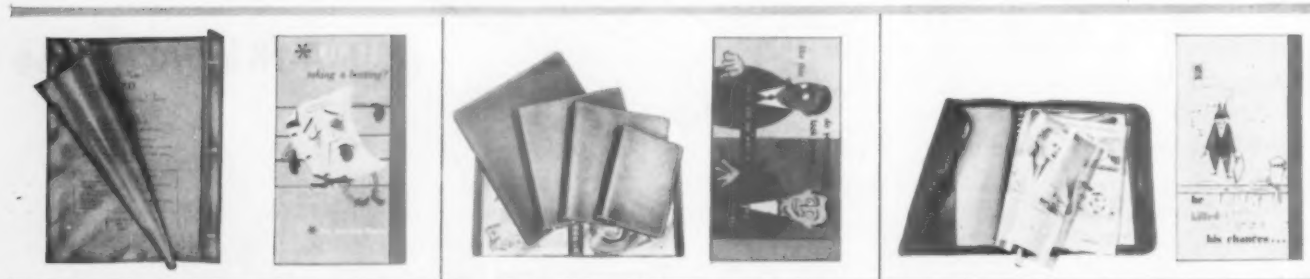
Send for the Free Joshua Meier V.P.D. Direct Mail Promotion Kit now!

These promotions are expertly prepared, expensively printed, designed to pull orders on profitable V. P. D. products.

All you do is mail 'em out then wait for the postman to bring back the orders and the phone to ring with inquiries.

You have a big market for Joshua Meier V. P. D. acetate products! Cover it and *sell* it via direct mail.

Don't let others in your area get the jump on you.



These 6 Joshua Meier V.P.D. direct mail promotions free!

Send for the Joshua Meier V.P.D. Direct Mail Promotion Kit now!

Just tear off bottom half of this ad, attach to your letterhead and mail to:

JOSHUA MEIER CO., INC.
153 W. 23 St., New York, N. Y.

Patents

(Copies of patents can be obtained from the Commissioner of Patents, Washington, D. C., for 25 cents each. Stamps and personal checks are not accepted.)

Granted December 2, 1952

2,619,637. Plier Type Stapler. Frank S. Boroughs, New York N. Y., assignor to Arrow Fastener Co., Inc., Brooklyn, N. Y.

2,619,898. Feeding, Printing and Stacking Means in Address Printers. Walter T. Gollwitzer and Donald B. Brewster, Euclid, Ohio, assignors to Addressograph-Multigraph Corp., Cleveland, Ohio. **Illustration.**

2,619,899. Ribbon Inker in Address Printing Machines. Walter T. Gollwitzer, Euclid, Ohio, assignor to Addressograph-Multigraph Corp., Cleveland, Ohio. **Illustration.**

2,620,056. Repeat Typing Mechanism for Power-Operated Typewriters and Like Machines. William H. Kupper, West Hartford, Conn., assignor to Royal Typewriter Co., Inc., New York, N. Y. **Illustration.**

2,620,057. Tabulating Mechanism for Typewriters or Like Machines. William H. Kupper, West Hartford, Conn., assignor to Royal Typewriter Co., Inc., New York, N. Y. **Illustration.**

2,620,407. Spring-Held Index Card Attachment for Telephones. Charles E. Nagy, Newark, Ohio.

Granted December 9, 1952

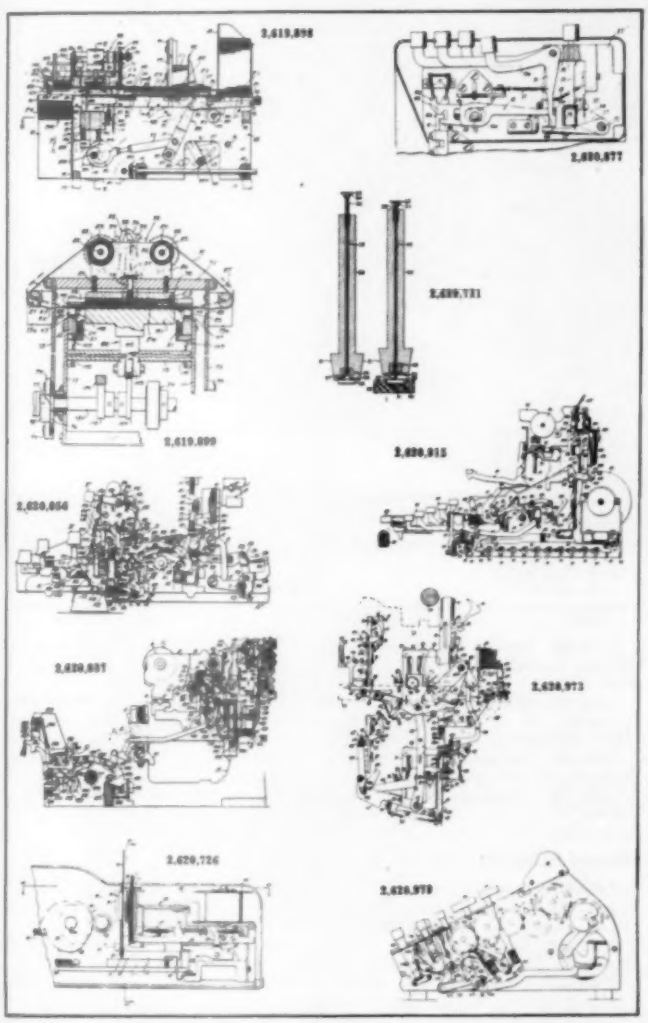
2,620,726. Machine for Imprinting and Punching Cards. Torkel E. Torkelson, Baldwin, N. Y., assignor to The McBee Co., Athens, Ohio. **Illustration.**

2,620,731. Hand Stamp Device. Bruce K. Slonneger, Dayton, Ohio, assignor to The National Cash Register Co., Dayton, Ohio. **Illustration.**

2,620,771. Copyholder. Robert G. Lewis, Caldwell, N. J., assignor to Ralph E. Bitner Manhasset, N. Y.

2,620,773. Writing Instrument. Ivan D. Tefft, Janesville, Wis., assignor to The Parker Pen Co., Janesville, Wis.

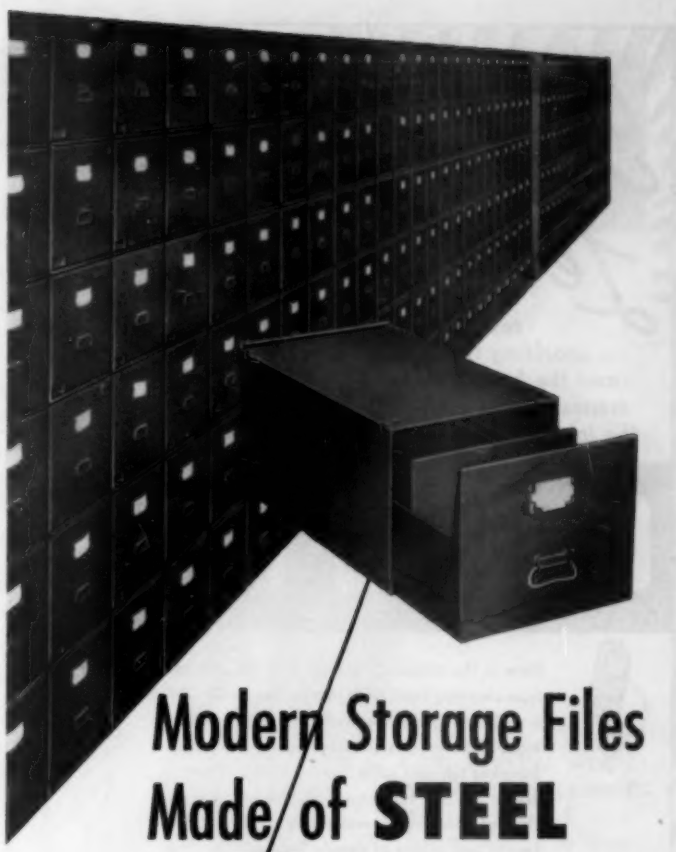
2,620,774. Fountain Pen. James A. Mustard, Janesville, Wis., assignor to The Parker Pen Co., Janesville, Wis.



2,620,801. Loose-Leaf Holder Case. Conrad J. Panfil, Sr., Milwaukee, Wis., assignor to The Heinn Co., Milwaukee, Wis.

2,260,802. Binder. Harry B. McBee and Darrell R. Selby, St. Louis, Mo., assignors to The McBee Co., Athens, Ohio.

2,620,803. Apparatus for Controlling Inventory Replacements. Arnold A.



Modern Storage Files Made of STEEL

When you stack them you lock them—automatically

It will pay your customers well to substitute these modern, low-cost steel transfer files for the old wood or fibre variety. It will pay you well to promote them.

Hall's STEEL STORAGE FILES

do away with frequent replacement of old-fashioned wood or fibre containers. They save space wasted by shelving. Drawers slide smoothly, for greatest convenience in use. When you stack them they automatically lock together, preventing tipping. No tools, keys or gadgets are needed. They keep records clean, safe from vermin and mold, reduce fire hazards.

Available in 11 popular sizes. Catalogue and detailed price information on request.

THE HALL'S SAFE CO., INC.,

1642 - A Cleveland Ave., N. W.
CANTON 3, OHIO

Successor to The Hall's Safe Co., Cincinnati

Weiss, West Bend, Wis., assignor to Amity Leather Products Co., West Bend, Wis.

2,620,858. Chair Structure. Alfred C. Hoven and Walter E. Nordmark, Grand Rapids, Mich., assignors to American Seating Co., Grand Rapids, Mich.

2,620,877. Key Actuated Punch. Frank J. Furman, Endicott, N. Y., assignor to International Business Machines Corp., New York, N. Y. **Illustration.**

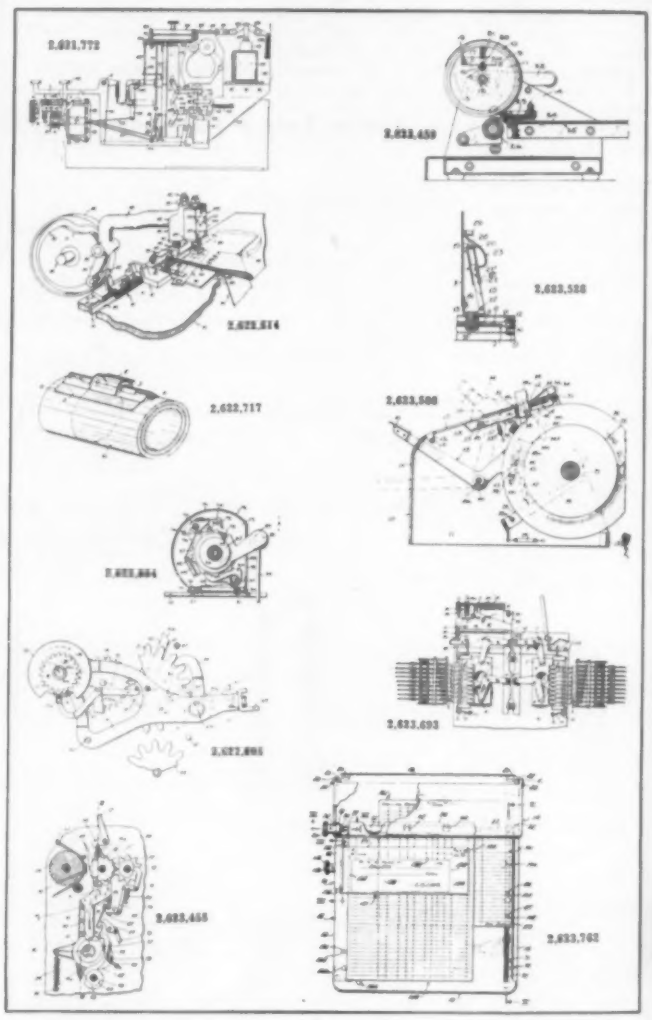
2,620,878. Record Controlled Recording Apparatus. Edward J. Rabenda, Poughkeepsie, N. Y., assignor to International Business Machines Corp., New York, N. Y.

2,620,891. Telephone Receiving Device for Two Listeners. Roger A. B. Heap, Lyme, Conn.

2,620,915. Selective Word Printing Device. Arthur H. Sharpe, West Hartford, Conn., assignor to Underwood Corp., New York, N. Y. **Illustration.**

2,620,972. Lockable Machine Key for Business Machines. Kurt Aurbach, Bielefeld, Germany, assignor to Anker-Werke, A. G. Bielefeld, Germany.

2,620,973. Type Bar Restraining Means. Walter A. Anderson, Bridgeport, Conn., assignor to Underwood Corp., New York, N. Y. **Illustration.**



2,620,978. Sensing Mechanism. Fred M. Carroll, Binghamton, and Grey M. Gurley, Endwell, N. Y., assignors to International Business Machines Corp., New York, N. Y.

2,620,979. Multiplier-Quotient Register State Control Means. Herman Gang, Livingston, N. J., assignor to Monroe Calculating Machine Co., Orange, N. J. **Illustration.**

2,620,992. Removable Tape Holding Cradle. Theodore H. Krueger, Stratford, Conn., assignor to Better Packages, Inc.

2,621,262. Telephone Handset Support. Reginald W. Hoagland, Detroit, Mich.

Granted December 16, 1952

2,621,628. Fountain Pen. Anthony G. Rosa, Lyndhurst, N. J.

2,621,629. Inkwell. Henry C. Klagges, Haddon Township, Camden County, N. J., assignor to The Esterbrook Pen Co., Camden, N. J.

2,621,658. Card Index and Slidable Signal. Wilhelm F. Block, White Plains, N. Y., assignor to Remington Rand Inc., New York, N. Y.

2,621,737. Tape Dispensing Machine. Henry A. Ledig, Philadelphia, Pa., assignor to Penn Devices Co., Philadelphia, Pa.

2,621,772. Power-Operated Typewriter Machine. Richard V. Reppert, Rochester, N. Y. **Illustration.**

2,621,945. Backing Sheet for Use in Preparing Manifold Copies. Frank S. Cooper, Golf, Ill.

2,621,995. Power-Operated Visible Index. Frederick M. Zenner, Marietta,

(Turn to page 219, please)

NEW REGNA *Cash Register* 1953

The new Regna Cash Register which has taken Europe and other parts of the world by storm, is now to be introduced on the American market.

Regna 53, with its ultra-modern, streamlined exterior takes its place easily and elegantly in every modern shop interior. With its thoroughly-tested and clear *key board system* it is unusually easily and quickly operated. The register is fitted with ticket printing and the ticket feed is adjustable, so that tickets of varying width can be employed.

Smart Styling - Superior Construction

Regna is produced by very rational and time-saving series production employing the most modern American special machines, and can therefore be supplied at a surprisingly low price.

The manufacturers require:

Agents General for each state in U. S. A.
Local dealers with good sales premises and display windows. Experienced sales inspectors with references showing that they have previously had good sales of office machines and shop fittings.
Efficient, interested, and reliable travelling sales representatives.

Written applications can be sent to:

REGNA CASH REGISTERS, INC.

175 FIFTH AVE., NEW YORK 10, N. Y. PHONE ALGONQUIN 4-8445

MORE SALES POWER with GUSSCO

YOU can use your Sunday punch every day in selling GUSSCO "Filing and Finding" supplies and devices. You can always be certain that each and every item is a honey of a value guaranteed to give your customers complete satisfaction. You will find the GUSSCO line is priced right—you can get the order and make a profit.

There is more sales power with The GUSSCO Line. Use it to swell your 1953 profits. Wire or write for our catalog.

Guide-O-folder

Pat. Pend.

THE HANGING FOLDER WITH ADJUSTABLE METAL TAB

Everywhere records are kept, Guide-O-Folders increase the speed, accuracy and facility of "Filing and Finding." Because they *hang* they reduce the tedious manual labor to a minimum. Always in an upright position, Guide-O-Folders glide along on the metal frames with finger tip ease. Because the metal tabs are adjustable to every standard filing position, Guide-O-Folders fit right into every filing system. They can be used to save time and money in every office you contact. Use our handy demonstration kit to help you sell.

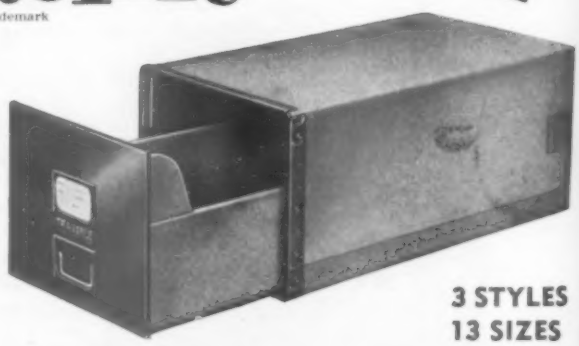
Transfile

Trademark

STEEL FRONT FIBRE BOARD TRANSFER FILES

Here's the low cost, economical way for your customers to keep their semi-active and inactive records safe, clean, orderly and available for instant reference. TRANSFILE Transfer Files are made of fibre board and so reinforced by steel that all the weight of the drawer and contents is supported on steel. Even when stacked high and wide, the lowest drawer works as freely as the top drawer. The steel front styles look like regular steel files and can be placed right in line with them. Also available in the economy all fibre style.

Keep after this profitable business every day. If you haven't a good stock of TRANSFILE Files on hand, order now!



3 STYLES
13 SIZES

GUIDE SYSTEM & SUPPLY CO.
335 CANAL STREET NEW YORK 13, N. Y.
WEST COAST REPS. — GUSSCO SALES INC., 337 WINSTON ST., LOS ANGELES 13, CAL.

Ohio, and Carl F. Wolters, New Canaan, Conn., assignors to Remington Rand Inc., New York, N. Y.

Granted December 23, 1952

2,622,514. Postage Printer for Addressing Printing Machines. Joseph J. Ackell, Bellaire, and Herbert L. Paulding, Port Washington, N. Y., assignors to Dow Jones & Co., Inc., Wilmington, Del. **Illustration.**

2,622,517. Duplicator Master Sheet Clamp and Control Means Therefor. William E. Denison and Glen E. Wimmer, Chicago, Ill., assignors to Speed-O-Print Corp., Chicago, Ill.

2,622,518. Sheet Feeding Means for Duplicating Machines. Eric W. Peterson, Glen Ellyn, and George J. Rundblad, Elmwood Park, Ill., assignors to Ditto, Inc., Chicago, Ill.

2,622,526. Combination Punched Card and Embossed Printing Plate. Albert M. Ross, Darien, Conn., assignor to Remington Rand Inc., New York, N. Y.

2,622,527. Check Positioning Means for Checkwriters. Frank J. Roderick, Philadelphia, Pa.

2,622,561. Ball-Point Writing Instrument. Marlin S. Baker, Janesville, Wis., assignor to The Parker Pen Co., Janesville, Wis.

2,622,717. Label Holding Attachment for Typewriters. Guy T. Martin, Birmingham, Ala. **Illustration.**

2,622,804. Marking Tag Machine Counter Device. Paul H. Hamisch, Dayton, Ohio, assignor to The Monarch Marking System Co., Dayton, Ohio. **Illustration.**

2,622,805. Calculating Machine. Harold T. Avery, Oakland, Calif., assignor to Marchant Calculating Machine Co. **Illustration.**

Granted December 30, 1952

2,623,227. Fountain Pen. Harold F. Moonert, Willoughby, Ohio, assginor, by mesne assignments, to Mark King Corp., Cleveland, Ohio.

2,623,311. Self-Attaching Index Tab. John C. Condon, Oak Park, Ill., assignor of one-half to Whitney K. Munson, Red Bank, N. J.

2,623,453. Tab Sensing Means in Address Printing Machines. Carl Richard Bernhag, Goteborg, Sweden, assignor to Addressograph-Multigraph Corp., Wilmington, Del.

2,623,455. Printing Device for Calculating Machines. Pierre L. Couffignal, Paris, France, assignor to Centre National de la Recherche Scientifique, Paris, France. **Illustration.**

2,623,459. Cylinder Check Mechanism for Duplicating Machines. Ronald Max Ford and George Thomas Butler, Sparkbrook, Birmingham, England; said Butler assignor to Frank R. Ford Ltd., Sparkbrook, Birmingham, England. **Illustration.**

2,623,527. Suspending Filing System. Raymond Arthur Eugene Guichard, Paris, France.

2,623,528. Lock for Compressor Plates. Ralph R. Uhrmacher and Eremeldo Cairelli, Chicago, Ill., assignors to Wilson-Jones Co., Chicago, Ill. **Illustration.**

2,623,588. Tape Feeding and Severing. George H. Fritzinger, West Orange, N. J., assignor of one-half to Harold G. Kendall, Brooklyn, N. Y. **Illustration.**

2,623,623. Carbon Supply Control for Manifolding Typewriters. Arthur A. Johnson, Bridgeport, Conn., assignor to Columbia Ribbon and Carbon Mfg. Co., Inc., Glen Cove, N. Y.

2,623,693. Sensing Means for Record Controlled Sorting Machines. Norman Geoffrey Holden, Carshalton, England, assignor to Powers-Samas Accounting Machines Ltd., London, England. **Illustration.**

2,623,762. Accounting Apparatus. James C. Nelson, San Gabriel, Calif., assignor to Business Systems, Inc., Los Angeles, Calif. **Illustration.**

Typewriter Men Open Own Business

William H. Pirtle and Thomas W. Shaver have purchased the Dette Office Equipment Company in Rolla, Mo. Both men are experienced in typewriter and office equipment repair and with the acquisition of the Dette Company they plan to make this their business. In addition, both new and used typewriters and adding machines will be sold and a general line of supplies will be carried by the store.

Mr. Pirtle has had nine years experience in the repair and maintenance of all types of office machines, having learned his trade in the shop of the Underwood dealer in Lafayette, Ind. He also attended the Office Appliance and Mechanical Institute for 15 months.

Mr. Shaver, who also attended an office machine repair school, has spent about 12 years as a repairman. He was formerly store manager for a branch of the Woodlife office machines company in Waco, Tex.

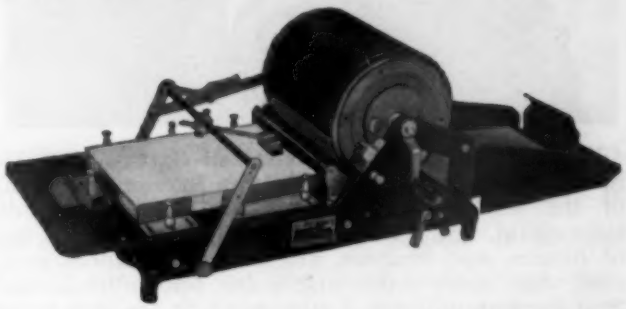
Houston Firm Commissions New Building

The Atlas Office Supply & Printing Company, which has been located at 1721 McKinney Ave., Houston, Tex., for 10 years, is constructing a new fireproof masonry building at 1502 Chenovert St., to which it will move upon the building's completion.

The new structure, to cost $45,000.00, will contain 7500 square feet of floor space plus 5000 of balcony space. It will be completely air-conditioned.—JHR

Announcing!

NEW OPEN DRUM
Hilco Model..4

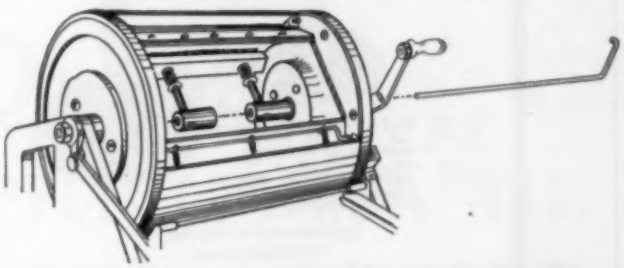


89.50
PLUS EXCISE TAX

clean
fast
accurate

Mechanical Features...

1. Front Paper Stop assures accurate registration.
2. Automatic Roller Release eliminates smudged sheets.
3. Automatic Counter counts only printed sheets.
4. Open Drum—self-contained, internal brush inking.
5. Automatic Feed — positive action.
6. Selective inking by means of our ink dispenser.
7. Paper Pusher is automatically lifted and carried back to feeding position. Eliminates lint on the stencil.



TECHNYGRAPH CO.
TECHNY, ILLINOIS

Bernard F. Gimbel, president and chairman of the New York Convention and Visitors Bureau, and head of the world-famous Gimbel Brothers department store chain, says: "New York City, the world's capital of finance and business, attracts more visitors each year than some states and many foreign countries. This dynamic interest is stimulated by the enterprise and initiative of the men who organize and manage the many conventions and trade shows, thus pointing up the city's importance to the nation's economy."

"An example of this enterprise is the National Business Show held each October, attracting more than 100,000 of the nation's prominent executives and business leaders."

(ADVERTISEMENT)

Survey Reveals National Business Show Worth; Teamwork is Ally to Its Success

The 1952 National Business Show which ended its 44th stay at the Grand Central Palace in New York last October demonstrated the great value the office machine and equipment industry places upon expositions as a sales promotion medium, says Managing Director Randolph Lang.

The exposition, he asserts, offers a unique element which makes it the ideal adjunct to all other sales promotion and advertising media such as the consumer press, magazines, trade papers, radio and television. This element is the third-dimensional approach whereby the manufacturer's product is physically displayed for customers to see, test and compare with competing products. Further, it makes possible direct customer contact in a friendly atmosphere, where both buyer and seller enjoy complete confidence in the integrity of the other. Again, the exposition proves more economical as a sales promotion medium because it brings the customer to the product, rather than taking the product to the buyer through individual calls which often entail extra sales personnel, travel expenses and route scheduling.

Depends on Two Factors

The success of an exposition depends upon two factors—the exhibitors and the show management. The show itself is "made" by the exhibitors, for it is their displays and sales activity that make it attractive to the desired audience, points out Mr. Lang. "It is therefore the exhibitors' responsibility to see that their booths are attractive, well-staffed with properly briefed personnel; and that appropriately planned literature distribution is arranged.

"Management's responsibility requires that it provide an interested audience, responsive to the exhibitors' story and able to make decisions regarding the purchase of the products on display.

"Exhibitors can be of great assistance in delivering the desired audience by the judicious distribution of their invitations. It is waste to scatter tickets under the misapprehension that a *large* number of visitors makes a show successful per se. Rather, it is the *quality* of the audience that is much more desirable. Ten visitors who are actively interested in the products on display are better than 50 who attend out of curiosity. Again, exhibitors who are planning to invest in an exposition should exploit their appearance in their advertising and publicity prior to the show. After all, if the paid advertisement is read, it is axiomatic that the reader is interested or can be made interested. Why not tell him where the product can be physically seen and tested?"

Projected Toward Audience

The show director further commented:

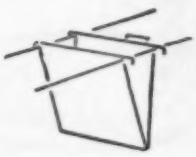
"Exposition management, on its part, should direct its advertising and publicity toward the same end—securing the proper audience. Its knowledge of the needs of the attendees and the desires of the exhibitors is the guiding factor. To determine to what extent it had met these, the management of the National Business Show sponsored an independent survey of the audience attending the exposition in 1952."

The following report is based upon 1021 personal interviews with visitors to the show. These interviews were made during the show Monday through Friday and during the hours of 2:00 to 10:00 P.M. Interviews were conducted by specially trained and experienced interviewer-reporters under continuing supervision of principals of John T. Fosdick Associates, who specialize in commercial and industrial surveys and in marketing research.

QUESTION: "Which of the following items are you PERSONALLY interested in, with respect to your company's office operations?"

3 BIG REASONS FOR SELLING

Oxford PENDAFLEX®



There are three big reasons why you should sell Oxford Pendaflex hanging folders for vertical filing, instead of selling conventional filing folders.

Reason No. 1:

Because you make more money. Your protected profit* on the sale of each drawer of fifty to seventy five Pendaflex hanging folders is around $5.00. Your profit on the same number of conventional folders is seldom more than 90 cents.

Reason No. 2:

Because Pendaflex really helps! When you sell Pendaflex, you take the fumble out of filing for the customer. The time Pendaflex saves pays for the installation many times over. You win friends by smoothing away their filing troubles.

Reason No. 3:

You don't need to be a System expert! Pendaflex is easy to sell. Every File Clerk wants her job made easier, every Executive wants to save time and money. Every filing cabinet in every office is a sales opportunity for you!

If you have a Pendaflex franchise, send today for copies of our sales manual, "How to Sell Oxford Pendaflex", for distribution to your salesmen . .

A few Pendaflex franchises are now open. We invite your inquiry.

*In Fair Trade States.

Oxford

FILING SUPPLY COMPANY, INC.

Garden City, N. Y. St. Louis 6, Mo.

Filing Folders - Filing Guides - Fiberboard Files - Index Cards - Red Fiber Envelopes

Don't let the Big ones get away!

Meilink Model 445, double door "B" label safe illustrated.

It's just as easy to sell your customers *maximum* protection against fire, theft and explosion . . . at prices that bring you higher profit per sale. Don't let these big sales get away to less effective, lower priced protection.

Meilink "B" and "A" label safes will guard their valuables against fire and impact up to two hours at 1850 degrees ("B" label) . . . up to four hours at 2000 degrees ("A" label).

Meilink exclusive design and construction details enable you to offer the greatest safe value ever offered.

So, don't let the *big* sale get away! If you're not handling these *higher profit* models in the Meilink line, write, wire or 'phone for details today!

ALL MEILINK "B" LABEL SAFES CARRY THESE TWO LABELS:

UNDERWRITERS' LABORATORIES, INC. LABEL

SAFE MANUFACTURERS' NATIONAL ASSOCIATION LABEL

These labels are proof of quality and construction features your customers will appreciate.

MEILINK SINCE 1899

STEEL SAFE COMPANY • Toledo 6, Ohio

Warehouses and distributors in: New York-Export Dept. • Philadelphia • Boston • Chicago Washington, D.C. • Detroit • Fort Worth • Houston • Seattle • Los Angeles • San Francisco

A, B, C LABEL SAFES, HOME VAULTS, INSULATED FILES, BUSINESS MACHINE, TYPEWRITER STANDS

In asking this question the respondent was shown a card listing a number of types of office equipment and supplies and related items. The proportion naming each item is given in the table below.

	Proportion Reporting PERSONAL Interest
Accounting, computing and statistical equipment	40%
Filing, indexing, records security, storing and destruction equipment	44%
Duplicating, reproducing and binding equipment	44%
Addressing, mailing and distribution equipment	30%
Communication equipment	22%
Recording and transcribing equipment	27%
Lighting, sound and air conditioning, partitions, floor coverings, etc.	20%
Furniture and seating	26%
Writing media, typewriters, etc.	29%
Systems and methods	40%
None	2%
No answer	Less than 1%

More than 12% of the visitors interviewed reported that they were personally interested in ALL of the listed items.

Interested in Equipment

The preceding indicates that about 98% of the visitors were interested in one or more of the types of equipment on display, usually in depth and detail. The interest of 12% in all the listed items indicates that this percentage consisted of individuals whose responsibilities in their companies were on a management level.

QUESTION: "Are you actively planning to buy, or are you now in the market for anything for your office which you *have not seen displayed* at this show? If so, what was it?"

Not in the market for anything not displayed	71%
Planning to buy item not seen at show	22%
Don't know—haven't finished visit, etc.	6%
No answer	1%
	100%

Title of Position of Respondent	
Executives—owners, partners, officers	23.4%
Managers—Dept. heads, office managers, methods managers	29.3%
Sales Managers—advertising, salesmen	6.8%
Professional—CPA, engineers, accountants, technicians	21.2%
Purchasing Agents—buyers	3.6%
Office Workers	11.6%
Other and no title	4.1%
	100.0%

The above indicates that 84.3% of the visitors were executives and policymakers for their firms.

Age Group	Percent of Total
19-25	5.1%
26-40	57.5%
Over 40	37.4%
	100.0%

Sex	Percent of Total
Male	87.1%
Female	12.9%
	100.0%

In addition to the above survey, a geographical analysis of the attendance was made from 4414 individual registrations. It showed that visitors came from 41 states in the United States and from 35 foreign countries.

Worthy of Press Attention

Alert exposition management should make the show newsworthy and attract the attention of the press. In 1952, the story of the National Business Show was carried by all media—newspapers, magazines, wire services, trade papers, radio and television—to all states in the country. The Voice of America found the international element interesting enough to send the story overseas.

To conclude, the above report indicates that the carefully planned and managed exposition can be one of the most powerful weapons in the exhibitor's promotional arsenal in helping him reach his market with dignity, integrity and economy.

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Designed to match modern methods . . . in keeping with today's advanced thinking . . . planned to fit your future! Skyliner's rugged construction is hidden beneath sleek, simple, dignified lines but you know it's there . . . fine craftsmanship down to the last detail.

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No. 1005 R Revolving Chair

Overall Height 33"

Overall Width 24"

Seat Depth 20"
Between Arms 20"

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Side Arm Chair to Match

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New Porous Price Marking Kits Now Available

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It's never too late . . . never too early to talk and sell

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A quality line of stands and pads featuring all popular styles and sizes.

Calendar pads are lithographed—on high-grade bond paper with the date in red and the monthly calendar in blue.

Fast, 2-color lithograph printing enables us to give you the best in quality and prompt service.

write or phone for complete details

"In Calendars the Quality Mark is Stark"

STARK CALENDARS *incorporated*
100-112 BISSELL ST. • PHONE 3-0654 3-0655 • JOLIET, ILL.

Weather the Seasons with Sales

By Leslie E. Dunkin

■ WEATHER IS something everybody is interested in and is talking about, but it needs to be tied by the alert retailer closely to store and merchandise promotion, if the seasons are to be met with increased sales.

A retailer placed a large, neat and attractive thermometer on the front of his store where it could be seen easily by people passing. People formed the habit of going past that store each day to see what the day's temperature is. He placed another thermometer inside the display window near the outside one and within easy sight from outside. A card suggested, "This Is The Store's Temperature!"

In winter this reminded the cold public of comfortable warmth inside. In summer with the store's air-conditioning this reminded the hot public of comfortable coolness inside.

In the summer, another retailer raised an extra large umbrella in the center of his display window space. Half of the umbrella and the space depicted falling rain with fine wires being used from the ceiling to the floor, or to half of the umbrella, and with small mirrors or carefully-concealed pans of water at natural places on the floor.

The Umbrella Idea

The other half of the umbrella and the space used a concentrated spotlight to depict sunshine with yellow streamers extending from it to half of the umbrella and the floor. Beneath the umbrella was the merchandise being featured, with the explaining card, "Rain Or Shine, THE BEST!"

Another retailer placed large easy-to-read calendar pages of the three months of the immediate season on the back wall of his window display—Spring: March, April, and May; Summer: June, July, and August; Fall: September, October, and November; and Winter: December, January and February. Small ribbon streamers were stretched from the calendar pages. In Spring, green ribbons were used; in Summer, red and yellow alternating for sunshine; in Fall, scarlet with small artificial colorful leaves hanging from it; and in Winter, white with artificial snow.

Another retailer placed in the corner of his display window a small changeable-letters display board. The local weather bureau was called by telephone each morning, noon, and closing time for the latest local weather forecast. This was placed on the forecast board in short single words such as "Rain" or "No Rain!," "Cloudy," "Overcast," "Clear" or "Sunshine" and in Winter, Fall, and early Spring the top and bottom temperatures for the next 24 hours.

Stopped for Forecasts

"Weather Forecast" was the caption of the display board. People downtown formed the habit of going past the store to see what to expect in the way of weather, since the retailer made a point of keeping it up-to-the-minute three times each day. These "forecast" lookers saw the merchandise of the window display.

Another retailer made effective use of season contrasts to draw attention to the merchandise on display in his window. In the midst of a hot summer, he gave his display background and foreground a cool artificial snow atmosphere with all the possible cold details.

In the midst of a cold winter, he gave his display background and foreground a warm, green summer atmosphere. An explanatory card with the merchandise on display was, "Always The Best!"

Another retailer placed a tilted sundial stand at the middle of the rear line of the window space, so

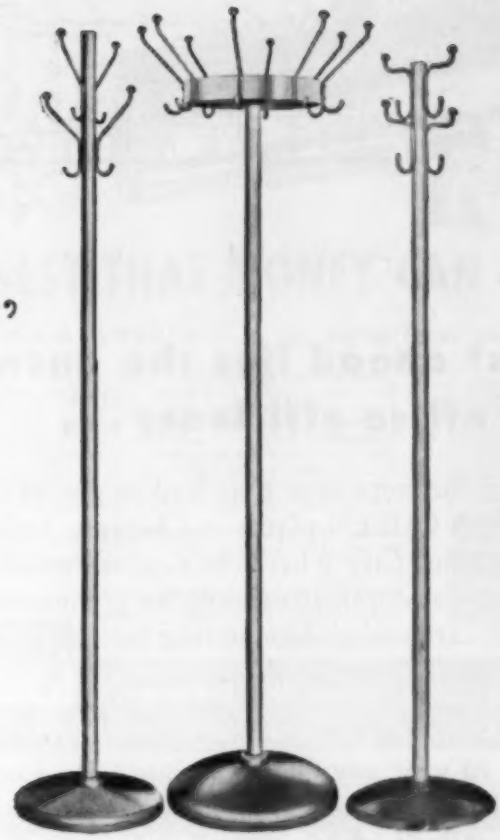
modern aluminum accessories by VALCO

for offices, restaurants, and hotels

No. 260
Smoking Stand

No. 56-S
Sand Urn

No. 60-S
Smoking Stand



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An outstanding group of modern accessories in satin-spun aluminum . . . combining beauty, smart styling, and durability. Enhances either modern or traditional interiors. The VALCO line is meeting with proven customer preference wherever shown.

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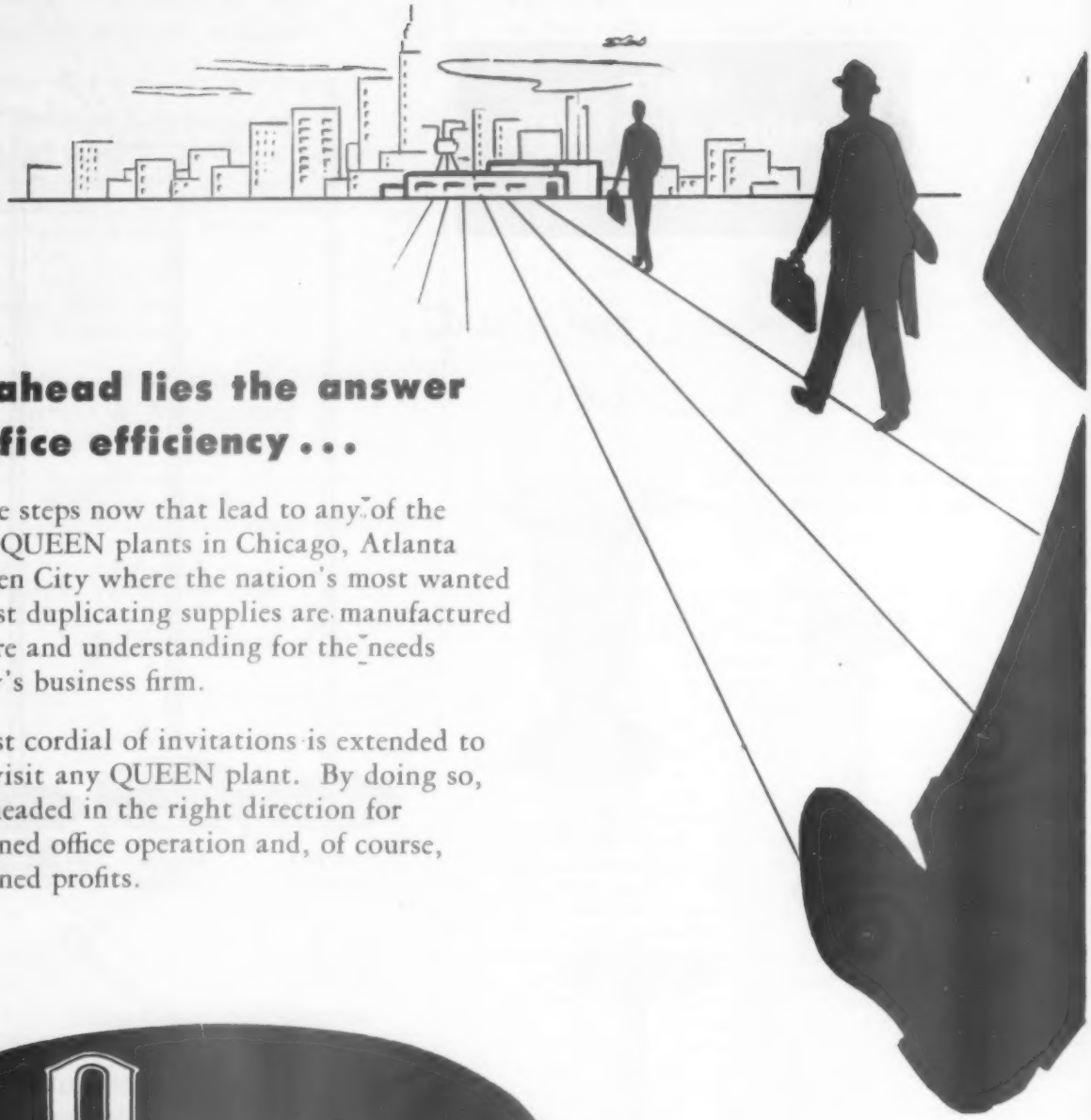

just ahead lies the answer to office efficiency . . .

Take the steps now that lead to any of the modern QUEEN plants in Chicago, Atlanta or Garden City where the nation's most wanted and finest duplicating supplies are manufactured with care and understanding for the needs of today's business firm.

The most cordial of invitations is extended to you to visit any QUEEN plant. By doing so, you're headed in the right direction for streamlined office operation and, of course, streamlined profits.

Queen
RIBBON & CARBON CO., Inc.
1055 Stewart Ave., Garden City, N. Y.

Manufacturers of:

- INKED RIBBONS
- CARBONIZED ROLLS
- MASTER UNITS (PLAIN & PRINTED)
- CARBON PAPERS
- SPIRIT & GELATIN CARBONS

FACTORIES: GARDEN CITY, N. Y. • CHICAGO, ILL. • ATLANTA, GA.

it could be seen easily by people outside. A strong spotlight from above the glass of the window at the right of the stand, was turned toward the sundial to cast a shadow for telling the time. Above the line of the time shadow was the explanatory card, "Time To Buy!"

A variety of merchandise on the floor of the window space finished the buying suggestion. In the Summer the display had artificial grass around the sundial and in a narrow border around the entire window display. In the Winter artificial snow was used instead of the grass.

Suitable for Rainy Day

Another retailer was prepared to make a quick adaptation of his window display to a rainy day. A small hook was screwed into the center of the ceiling for the window. Without changing the contents of the window display, on a rainy day, the retailer hung by an invisible wire from the hook a large umbrella opened over the merchandise.

Along the edge of the umbrella toward the outside public was the suggestion, "LET IT RAIN! DRY INSIDE!"

During the windy days of March, another retailer dramatized the values in terms of the weather. Along the back part of the window space, a number of invisible wires were stretched securely from the ceiling to the floor. A number of dollar bills were pinned at one end around the wires. A strong concealed electric fan directed across the lines of dollar bills, kept them blown out so the public outside noticed not only their waving movement but also their financial value.

The explanatory card stated, "Blowing Up Real Values For You!" On the floor of the window space was an attractive variety of those "Real Values."

Another retailer suspended from the ceiling by an invisible wire a weathervane, that was marked by "Spring," "Summer," "Fall," and "Winter," rather than the four directions, "North," "East," "South," and "West." The arrow indicating the direction of the wind was pointed toward the present season with a short ribbon fastened to the tip of the arrow. An electric fan kept the ribbon moving to catch the passing eyes and fluttering in the direction of that immediate season.

An explanatory card hanging beneath the weathervane and above the window display of merchandise, stated "Seasoned For Years Of Use!"

Another retailer on a cold winter day featured a small pile of coins in the left foreground of the window space. A thermometer chart stood in the center of the pile, registering a low degree of temperature. In the right foreground was a cardboard red heart, with a thermometer chart rising out of it showing a higher degree of temperature.

The card explained for the displayed merchandise, "Cold Cash Values To Warm Your Heart!"

Collection Management Method Published

Designed to help business men avoid waste in money and effort in operating their credit departments, "A Treasury of Collection Letters and Ideas" by Bernard L. Trippett, has been published by the Universal Business Service, Greenwood, Miss.

The book outlines the "Magic" method as a formula for collection effort. Letters are presented to cover every collection situation in consumer and mercantile credit.

Divided into five sections, each of which is clearly and simply introduced, it provides a quick means of referring to any particular type of letter. The flexible cover and plastic binding are both designed to add to the book's utility. Price is $2.00 per copy.

The author is an extension instructor in marketing for the University of Mississippi, and has based his book on first hand observation and experience, plus a careful examination of published material.

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FOAM RUBBER . . . at new low prices!

Use Faymus foam rubber stamp pads to carry your advertising. Each pad carries your imprint . . . brings customers back for other items. Finest quality pads, competitively priced. Packed with features your customers will appreciate. ▸Designed for extra long life and smooth inking action. ▸Large capacity ink reservoirs. ▸Carefully finished box with rolled edges, rounded corners, easy-opening covers.

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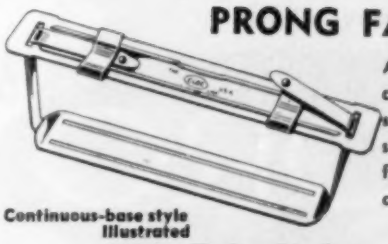

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DORO

MANUFACTURING CO.
220 INSTITUTE PLACE
CHICAGO 10, ILL.

Your Business Is Your Legacy

By Eli M. Paulson

Attorney-At-Law, Seattle, Wash.

■ YOU'VE GOT a nice business. It's not the biggest office supply establishment in your competitive area, perhaps, but it provides a better than average living for yourself and your family. Into it, you've put the best you have in you of work, imagination, and managerial skill.

You can't take it with you, of course. But when you die, you can leave the business or its equivalent in dollars of its worth if liquidated, to whomever you designate. You can, provided you take the necessary precaution of drawing up a properly executed will.

A will can be regarded as a form of business insurance. As such, it achieves two fundamental purposes for the business man who seeks its protection: (1) it insures that his business property (as well as all his other property) will go to the individual or individuals who he intends will receive his estate; and (2) with the proper provisions, it protects the value of his business investment so that his beneficiaries will realize the maximum possible amount from the estate. Without such protection, the net worth of a prosperous office supply store can literally melt away to nothing under certain circumstances, within several months of the death of the owner.

Laws Allow Latitude

The laws in most states allow great latitude in permitting a person to dispose of his property as he sees fit. The principal exceptions are certain minimum rights of the wife of the decedent which most states hold cannot be invaded by the husband's will. The lawyer who makes up your will will advise what those rights are.

But the dealer may wish to leave to his wife not just her minimum rights, but the entire estate. If he dies intestate (without a will), certain relatives may come forward to claim a substantial share which the decedent had never intended them to receive.

Again, the dealer may wish to give part of his estate to someone who would otherwise take nothing under the laws of distribution when no will has been executed. He may want to remember an employee of long service, or business associates. He may even want to give something to his mother-in-law! Without a will, such persons would ordinarily receive nothing.

Fully as important as the distribution of the estate, is the protection of the net worth of what is a going, prosperous concern at the time of the death of the owner. The estate of an office supply dealer who dies intestate is distributed according to the laws applicable in the state where he is a resident or where he may have property. This requires direct and complicated action by the probate court. It inevitably increases the cost of administration, both court costs and attorney's fees. Those costs must come out of the decedent's personal fortune or (as usually is the case) from the assets of the business.

Costs Are Moderate

If a will has been drawn, administrative costs are moderate. Many states, in fact, now have legal machinery which permits an estate to be settled and distributed without court intervention under a proper form of will. Under such a non-intervention will, the executor may wind up the decedent's affairs, liquidate his properties, or run his business without special court orders or extra expense.

Besides normal administrative costs for an estate which must be administered *without* a will, special circumstances bring other hazards to the solvency of the decedent's business. In most states, for example, his children will acquire an interest in the office supply business which their father operated. If they are

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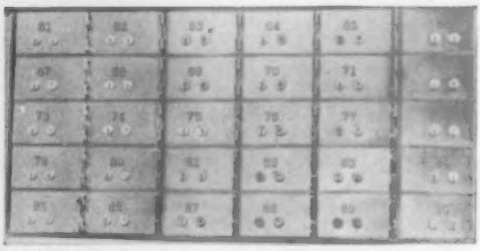

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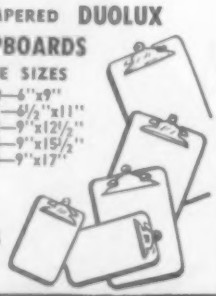

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minors, a guardianship will be required, the guardian being appointed by the court. The interests of the children as conceived by the guardian, could lead to endless complications if it is attempted to operate the business, or if a sale is contemplated. Similar complications would develop if an adult relative without any business qualifications acquired a substantial share of the estate. These possibilities can be prevented by execution of a proper will.

A business man has even more to lose by such post-mortem hazards than has the ordinary citizen. The estate of Dealer Jones, for example, may consist entirely of his office supply store. Assume that a reasonable valuation of this store at time of his death is $100,000. If he leaves a will wisely drawn, the only principal charges against the estate may be the debts, succession taxes, and routine administrative costs. Succession taxes include both the inheritance tax which is levied by the state, and the estate tax levied by the federal government. These charges must usually come out of the current assets of the business.

If the financial position of the firm is sound, it will ordinarily be able to survive this drain on its assets, and continue operation until it has been sold at a fair and reasonable figure approximating its real worth. Or it could continue to operate satisfactorily under competent management according to the terms of the will. Should the surviving spouse or son be competent to operate the business and if provision for this has been made in the will, there would be no complications to hinder its successful operation.

May be Different Story

It may be an entirely different story if the dealer dies intestate. A number of other heirs may acquire an interest in the estate, and may demand that the business be sold quickly in order that they may receive their proportionate shares.

It might be necessary to dispose of it quickly at a "bargain price" in order to make distribution to the different heirs. Neglect to make a will would have cost the decedent's intended heirs a large part of their inheritance.

Should the estate escape this disposition, still other hazards await the heirs of the decedent. This is particularly the case where the surviving spouse is not qualified to handle financial matters but believes that she is competent to operate the business. She has always felt that she has business ability, and considers it a "challenge" to take over the firm.

It is a common thing in cases of this sort that even though the husband has left considerable wealth, within a few years or even months, all has been lost. For her own protection, the widow should be relieved of the temptation to operate the business if the husband knows she is not qualified to do so.

The clear and obvious way to avoid such hazards is execution of a proper will. The most satisfactory solution usually, is creation of a testamentary trust, under terms of which the estate comes into the hands of a competent trustee, usually a bank or trust company. The trustee will administer the estate for the benefit of the wife and children, as their needs arise. There is almost no limit to the possibilities of such a trustee arrangement, and the administration charges are very low.

Additional protection may be provided by a life insurance policy. Succession taxes in particular, are frequently a heavy drain on the liquid assets of the decedent's business. At the same time, the business will usually have bank loans and other debts which it must continue to meet. An insurance policy of sufficient amount to take care of such liabilities, will help keep the business in a healthy financial position.

Finally, there is no disadvantage in making a will. In terms of the financial legacy you hope to leave, the cost of its execution is absolutely negligible. You have nothing to lose and everything to gain by taking care of the matter at your earliest opportunity.

Shade swings in 180° arc. Exclusive ILC feature. Underwriters' approved.

$18.95 RETAIL Less tube

Without Clock, $13.95 Retail. Models for 2 Tubes Also available—$17.95, $22.95. Lustrous Brown or Modern Grey. Top Dealer Discounts.

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SPECIFICATIONS: Operates on 110/120 volt, 60 cycle, A. C. current; uses standard 15-watt fluorescent tube. Telechron electric clock movements. Bonderized baked enamel finishes, with pedestal plate and pen tray in bright gold finish. Base is felt covered. Instant starting switch, 6 ft. rubber cord. Height 10 inches; width 20 inches. Weight, 9 pounds, packed in individual cartons.

THE 4900
Standard model is a high quality desk lamp, Underwriters' approved. Finished in grey or brown. Uses 15-watt fluorescent tube. Weight 8 lbs., individually packed. Model 4902 for 2 tubes $14.95

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MODEL 100 . . . Punches ¼" hole, ¼" from binding edge.

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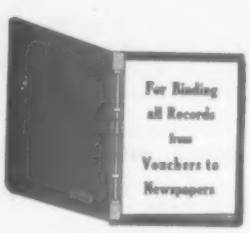

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OGDENSBURG, N. Y.

In Canada: Acco Canadian Co., Ltd., Toronto

Incentive Techniques For Use In Small Businesses

By Robert L. Peterson,
Business Management Service, University of Illinois

■ INCENTIVES may be provided to employees through fair rates of pay, equitable salary classification plans, sound promotional policies, and bonuses. However, it is well to bear in mind that additional financial compensation in itself is not necessarily enough to provide proper incentives. The stimulating effect of an increase in salary may tend to wear off as the employee becomes accustomed to it, if the job remains the same in all other respects.

Through a production incentive plan, employee interest in greater productivity can be consistently encouraged. Such a plan is closely related to a productivity standards program. Under this method, employees working at a regular weekly or monthly salary may earn additional compensation for units produced beyond the established standard. There should be no pressure on employees to produce beyond the standard which has been set. However, for those employees who want to put forth the extra effort to produce beyond the standard or who, because of unusual ability and training, can readily produce beyond that level, a plan may be developed which will prove profitable to both management and employees.

Can Take Many Forms

Although the merits of financial incentive plans are more obvious than those of the non-financial type, it is questionable whether they are any more important. Nonfinancial work incentive techniques may take many forms.

Employee organizations, including unions in plants which are organized, should all be taken into account in any attempt to develop incentives which involve groups rather than individuals.

The ten techniques described in the following paragraps are particularly adaptable to small businesses.

1. *Weekly Staff Conferences.* A work incentive technique of great importance is the weekly staff conference. The conference should not be a device exclusively for executive personnel but should embrace all levels of employees. Workers could be called together by their supervisors on Monday mornings for a 10- or 15-minute meeting for example, at which time work requirements for the forthcoming week could be discussed; the staff could be encouraged to report on problems or work difficulties encountered the preceding week; and the supervisor could comment on new developments in store for the forthcoming week. The meeting also could serve as a good time for handing out well-deserved compliments. The staff meeting can do a tremendous amount of good in making employees feel that they are important members of a group endeavor. The meeting should never be regarded as a mere "get-together;" rather, it should be a constructive, informative session, planned in advance by the supervisor.

Material is Available

Some supervisors say that if a staff conference were to be held weekly there sometimes would be nothing to discuss. However, there always will be material to discuss if the supervisor keeps abreast of management publications and, when there is no actual business to be transacted, presents for discussion excerpts from articles and books pertaining to the operations of the department. To call a staff conference only when specific business is to be transacted or information is to be passed on often will result in conferences being held so infrequently as to be of little value.

2. *Giving employees sufficient work.* Incentive is also

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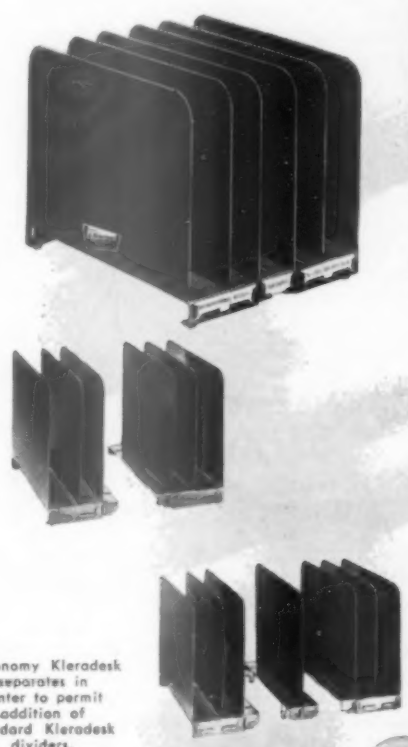
TOPflight

Year-end inventories, quarterly statements and tax reports create a big demand for faster figure work in the months ahead. You'll cash in on this market with Remington Rand TOPflight . . . the *balanced* line of hand and electric adding machines with the *right* model for every need. Remember . . . more than 1,000,000 purchases prove the Remington 10-key Adding Machine is the fastest seller on the market today!

DEALER SALES DIVISION • 315 FOURTH AVENUE, NEW YORK 10, N. Y. **Remington Rand**



E-Konomy Kleradesk separates in center to permit addition of standard Kleradesk dividers.

NEW! E-Konomy Kleradesk

— another profit-builder from Sengbusch

The Sengbusch E-Konomy Kleradesk is all-new — new convenience, new flexibility, new low price. Just look at the exclusive features of this new vertical desk file!

- **Built in two sections** that separate easily and quickly. Permits addition of as many *standard* Kleradesk center dividers as needed for individual desk requirements.
- **Uses all standard Kleradesk center sections** — They *all* fit the new E-Konomy Kleradesk. Takes any combination of high or low center dividers and 3", 6", or 10" floor boards.
- **Sturdy — Built to last** — All-welded construction and the identical steel used in the standard Kleradesk. Available in grey or green — harmonizes with other Kleradesk sets.
- **New Low Price** — E-Konomy Kleradesk retails for a new low price — only $7.95. Furnished complete with set of blank index cards.

For bigger sales tickets, sell both the E-Konomy Kleradesk and the right combination of center dividers and floor boards to fit your customers' individual needs. Stock up now on this fast-moving item.

Ask for circular EK-53 available free with your imprint.
Also catalog page E-K-1953 for your salesmen.

Sengbusch® **353 Sengbusch Bldg. • Milwaukee 3, Wisconsin**

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LIFE SAVERS!
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gummed cloth
reinforcements for loose
leaf systems
THE WARSHAW MFG. CO., INC.
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provided by giving employees enough work to keep them fully occupied. A very real cause for low morale may be the simple fact that employees do not have enough work to do. If a position consistently fails to provide sufficient work to keep the incumbent busy, the conscientious worker may, for a few weeks, ask for additional duties. But unless additional work is regularly provided, he will sooner or later content himself with the duties assigned to him. The worker who does not have quite enough work to keep him busy will become dissatisfied and will feel that he is not making progress.

Many Are Underworked

The genuineness of this problem is indicated by a study of turnover conducted recently by the Business Management Service of the University of Illinois. In this study, in which 2,700 persons who had resigned their jobs were queried privately, 9% of them said that they had not had enough work to do. There is, of course, a danger in giving employees too much work. However, experience indicates that employees tend to let it be known when they are overworked, but tend to keep it to themselves when they are consistently underworked.

3. *Talks between supervisors and employees.* Supervisors should hold periodic talks in private with each employee. It seems incredible, but there are employees in many firms who, in the course of a decade or more of work, have never been called in for a private talk with the supervisor. Occasional, friendly talks can be of great incentive value, for they individualize the worker and indicate that the supervisor and the company are interested in him. Talks between the supervisor and the worker can be of inestimable value to the employee who feels that his supervisor does not like him, who feels that he has been discriminated against, who lacks confidence in his work, who has personal difficulties which may be creating tensions, or who has been unable to adjust himself to his work environment. The talks also can be of value to management in obtaining workers' suggestions for improving operations. Certainly, no supervisor can claim that he does not have time for individual talks with employees. Engaging in these talks should be considered a part of each supervisor's regular responsibilities.

4. *Special privileges for certain employees.* The granting of special privileges to certain employees may have great incentive value. As Scott, Clothier and Spriegel point out in their book, *Personnel Management*, if there is anything employees do not want it is to be treated just like everyone else. The question then arises, how can a company treat employees differently and at the same time maintain harmony? Seniority is one means by which this can be done. For example, employees who have been employed 15 years may be given a three-week vacation instead of a two-week vacation.

Give Special Recognition

Other ways in which the feeling of special privilege may be created are by providing workers in certain classifications with special company insignia; and by singling out certain conscientious employees for such responsibilities as having charge of the flower fund or serving on the recreation and entertainment committee.

Official recognition of clubs formed by groups of employees also will serve to give personnel the feeling of special privilege. For example, if the company auditors organize a luncheon club, the company might give them the privilege of a longer luncheon period on days when the club meets. If the company secretaries organize a secretarial council, the company might give them the privilege of holding meetings periodically on company time. In many companies, quarter century clubs for employees who have been with the organization at least 25 years have been formed.

5. *Follow-up employee placement.* Another incentive technique is the follow-up of placement of new

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INDEX DEVICES
INDEX EQUIPMENT
And All Others Who
Use Tabbing, Indexes or Guides Of Any Type, Design or Material In The Finished Product!

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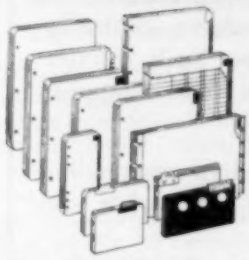

Above illustration shows only a few of the many varieties of products manufactured.

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Of any type, style, size and a wide range of materials.

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All Speed-Mo stamp pads are of specially treated, odorless sponge rubber. Clear impressions guaranteed. Re-inking is simple — you just brush the ink on Speed-Mo pads.

LIBERAL DEALER DISCOUNTS *Write for folder showing over 35 stock items*

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employees. In a recent study of turnover conducted by the Business Management Service, some 21% of the persons interviewed (persons who had recently resigned their positions) said they felt that they had not been properly placed. Greater attention should be given to the follow-up of employees. The placement officer should call on new employees a few weeks after placement, and again a few months later, to determine through conversations with both the employee and the supervisor how effectively the employee has been placed. Supervisory personnel should also accept it as their responsibility to help employees find the type of job within the organization most closely related to their interests. Emphasis on follow-up is necessary, since misplaced workers will never have the motivation or incentive of well-placed ones.

"Limp" Along in Jobs

In many instances, employees have limped along in their positions for years, aware that they were misplaced but unaware where they would be better suited. After they have obtained vocational advice and made an occupational change, both their work effectiveness and their job satisfaction have increased. Well-placed employees have greater motivation and incentive than poorly placed workers, because they have interest and ability in the work they are doing. By following up employees several months after placement, the company can determine effectiveness of placement and make any necessary correction.

6. *A suggestion plan.* A suggestion plan has incentive value. Workers have greater incentive when they are encouraged to think about their work and when they are shown that their ideas and recommendations are valued by management. Specialists in personnel management emphasize the role of suggestion programs not only in developing better methods and procedures but also in improving employee morale and reducing turnover.

Although suggestion systems have failed in some companies, many other companies which have taken the trouble to develop effective systems have found them to be of real value in achieving economies and higher worker morale. Suggestion plans often fail because of excessive delays in reviewing suggestions, inadequate awards, supervisory opposition, and poor promotional plans. A promotional plan which stimulates employees to think about their jobs in order to discover new and better ways of doing them is an important part of a successful suggestion system. It is not enough to place suggestion boxes here and there in the hallways—there must be a broad, effective promotional plan.

Have False Fears

Occasionally supervisors oppose employee participation in suggestion programs. This seems to stem from a fear, by the supervisors, that they will be criticized by their superiors for not having thought of the suggestions themselves. Opposition of this type can be overcome to some extent by giving appropriate awards and recognition not only to the employee who submits the suggestion but also to the employee's supervisor as well. In some firms, suggestion clubs have been formed, and all persons who submit at least one suggestion in a month are invited to the club's monthly luncheon at company expense.

7. *Development of in-group spirit.* Work incentive can also be fostered by development of the in-group spirit. This spirit can be encouraged through the promotion of intercompany sports and social events. Bowling leagues have become popular in most larger organizations, as have dinners and banquets celebrating the achievement of quotas and honoring employees who are retiring. Some companies have found that considerable good will can be generated among employees by having an annual company holiday, perhaps on the birthday of the founding of the company. Other companies have found that the in-group spirit is pro-

What makes Faultless the *most wanted* loose leaf line?

- Its Superior quality?
  That's definitely one of the reasons!
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  It certainly eliminates a lot of competition!
- Because it's a "protected" line?
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The answer is the *sum* of these and other advantages that FAULTLESS offers! FAULTLESS products are sold *only* through a limited quota of authorized dealers . . . *never* through jobbers. No direct orders from consumers are accepted by the company . . . every dollar spent for FAULTLESS products comes *through the retail dealer*. Then too, when a dealer sells FAULTLESS equipment, he has the satisfaction of doing a real and lasting service for his customers. No wonder FAULTLESS is the "most wanted" line!

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EAZY-VISION EXTENSION SWING-ARM DESK LAMP
(Shown extended at left)

A complete range of EAZY-VISION Lamps for the student, for the office staff, for the business executive—and for everyone wanting real reading comfort!

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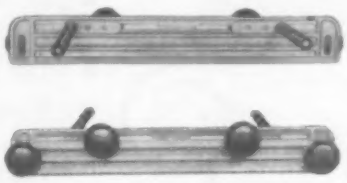
OFFICE MACHINE STAND

Patent Applied for

CONSTRUCTION . . . precision engineered . . . of steel and hardwood. Safety domes on feet with special extrusions that positively lock the stand to the floor when in use. Absolutely no swing . . . no sway . . . even with heaviest loads.

MECHANISM . . . finger-tip lever lifts machine stand off domes so that it may roll easily on ball bearing casters. This mechanism is built-in . . . completely concealed and protected. No projections. Illustrated below is the mechanism of the guard rail, the front view showing vise jaws for holding machine firm, and the bottom picture showing rear view when attached to the stand.

MACHINE HOLDER and GUARD RAIL



DIMENSIONS

Overall top, with drop leaves extended, 38" wide, 17" deep.
Center Panel of Top, 20" wide, 17" deep.
Drop Leaves, 9" wide, 17" deep.
Height of top from floor, 26".
Overall leg Spread, 21¾" wide, 19½" deep.

Cramer, MAKERS OF BETTER OFFICE EQUIPMENT

The WORLD'S *FINEST* OFFICE MACHINE STAND

* Yes, it's finger tip! Rolls easily on casters and locks in working position with clever lever!

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THE BIGGEST DOLLARS WORTH in STEEL OFFICE EQUIPMENT!

(FOR YOU AND YOUR CUSTOMERS)

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★ ONE AND TWO DRAWER STEEL FILING CABINETS

★ 3 PIECE STEEL DESKS

Prime Steel
Electrically Welded
Ball Bearing
Compressor Follow Blocks
Aluminum Pulls

Finished in
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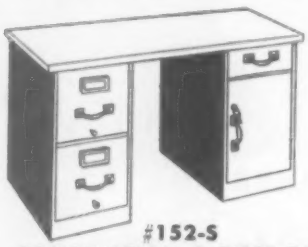
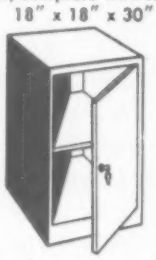
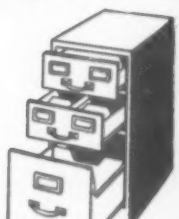


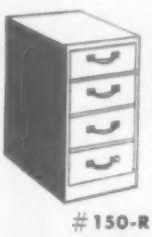
#152-S
COMBINATION 3 PIECE DESK
Easy to assemble. Available in grey.
25¼" x 50" x 30" (24" depth)

#158-R
STORAGE CABINET
One shelf; complete with lock & keys
18" x 18" x 30"

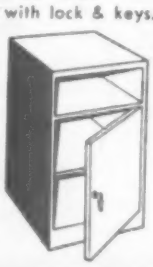




#138-C
THREE DRAWER FILE
Two double index drawers for 3x5 or 4x6 cards & one letter size drawer. Removable center dividers. 15" x 24" x 30".



#143-T
TELEPHONE CABINET
16" x 20" x 30"
Complete with lock & keys.



#150-R
4 DRAWER STATIONERY CABINET
29½" high
Inside drawer dimensions
— 4" high x 12½" wide

#127-A
27 DRAWER CABINET
29¾" x 12⅛" x 35½"
Each drawer
9⅛" x 11 9/16" x 3" high

#1140-A
BUILD YOUR FILE
To Any Height Desired
Letter & Legal Size
(24" depth)

#240-A
FILE BASE
3" in height

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SPECIALIZING IN ONE AND TWO DRAWER STEEL FILES

moted by holding special classes in employee development, family days when each employee's family is invited to tour the offices and plant, and open house at the supervisor's home during the holiday season.

But there are dangers in the promotion of these activities. Too many sports and social projects are as bad as an absence of such projects. Activities which fall on family nights, such as Friday or Saturday, should be avoided, as should activities at which attendance by employees is required or to which employees must pay an admission or participation fee.

The in-group spirit also can be promoted through a company publication. This publication may range from a simple, duplicated newsletter to an elaborate, four-color magazine. The ingredients for the success of the publication are much the same, regardless of the format, and include the liberal use of photographs of employees; stories about the employees, their families, and their activities, and statements from company officers relating to the state of the business and to new company programs and plans.

Like Attractive Surroundings

8. *An attractive work place; good tools.* The appearance of the office or plant and the quality of the work tools provided can either increase or decrease worker incentive. Employees who must work in poorly lighted and unpainted offices or plants will tend to feel less incentive on the job than do employees who work in more attractive and stimulating quarters. Actually, the cost of renovating an office or plant is relatively low when viewed in relation to the resulting improvement in morale. In addition to better lighting and more furnishings, many progressive organizations are now making use of the new science of color dynamics to provide a more stimulating work environment. Acoustical ceilings, to reduce operating and production noises, are also being used increasingly.

Good tools also serve as an incentive to better work production. It is surprising to find companies attempting to save money by using old, worn typewriters, calculators and duplicators. A cost analysis indicating the relationship between amortized machine cost and operator salary will show how relatively insignificant is the cost of new equipment as compared with the salary costs for the operators who will use the machines. If real economies are to be realized, employee performance should be stimulated by providing the best machines available for the tasks to be performed.

9. *Encouraging competition.* Another source of motivation is competition. Management should provide competitive situations as stimuli to greater interest and production. In many companies friendly rivalries have developed among the employees in various departments. In organizations where production can be measured in terms of number of units processed, individual or departmental standings can be posted graphically on bulletin boards or charts. In vying with one another, employers will be motivated to higher levels of production.

Records Are Helpful

Use of competitive techniques usually implies production records. These records are in themselves a source of motivation and incentive, because employees who find management sufficiently interested to ask for a record of work performance are usually motivated to produce so that they present a good report. Production records, which may be kept easily and inexpensively by employees, are an elementary technique in gaining improved employee performance.

Were it is impractical to use units of production as the basis for competition it may be feasible to use number of adopted suggestions, accident and error rates, equality indices, or attendance records.

10. *Individualizing the worker.* There is also incentive value in individualizing and giving recognition to the worker. By listing the names of all employees on a bulletin board in the reception room, by putting

The Chair of the Month

"THE EXECUTIVE"
Designed for the ultimate in comfort
Anodized tubular aluminum • Plastic Boucle material, (also in Dupont Fabrilite) • Sturdy spring construction

Send for catalog illustrating the distinctive Chaircraft line combining functional styling with luxurious beauty.

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WARDROBE UNIT
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Serv-Mor has everything . . . It's neat, attractive, strong, spacious, compact! Handles more garments in less space for offices, schools, institutions, churches, motels, hotels, club-houses, restaurants, halls. Sold in standard and custom sized units, floor models and wall models. Wall units can be mounted any height from floor for best serving school children or grown-ups. Write for complete information.

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PROTECT COSTLY OFFICE MACHINES WITH HEAVY DUTY ADJUSTO-TOP STANDS

No. 92 TOP ADJUSTS—6¼ x 7¼ to 15 x 15½
From center to center of cups

No. 92F with pan 14 x 14½ deep for Friden machines

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employees' names on their doors, and by providing employees with desk or bench name plates, employees can be made to feel that they are recognized, definite parts of the company.

At a small bank in Illinois new employees are presented with metal desk plates bearing their names. Another business individualizes employees by mentioning each of them in the organization newsletter at least twice a year. At one manufacturing plant, whenever awards are made, a photograph is taken of the supervisor presenting the award to the employee. A copy of the photograph is then framed and presented to the employee; a copy is posted on each company bulletin board, and copies, together with a brief news story, are sent to the local newspapers.

It is important that management bear in mind the continuing need for thinking of employees as individuals who want and need individual recognition. A management consultant, writing in a recent journal, went so far as to say, "Millions of Americans in business and industry are starving for some form of praise or recognition for their work and services." The granting of praise and recognition is an inexpensive but effective tool for stimulating employees to better job performance.

The most important source of incentive is good and effective supervision. When it is considered that about one-third of all employee turnover can be attributed to poor supervision, the importance of good supervision, in reducing employee dissatisfaction and in motivating employees toward higher work goals, is readily apparent. Most of the incentives discussed here bear directly on a supervisor's responsibilities. Thus, anything which can be done to improve the effectiveness of supervision tends to create greater incentive and motivation for employees.

"Down in Black and White" Aids Retail Success

■ ONE NIGHT last fall the store of a certain dealer was almost completely burned out. The loss was heavy. Fortunately, both fire and business interruption insurance enabled the dealer to recoup his losses. The important point was, he was able to notify the insurance company of his exact loss the morning after the fire!

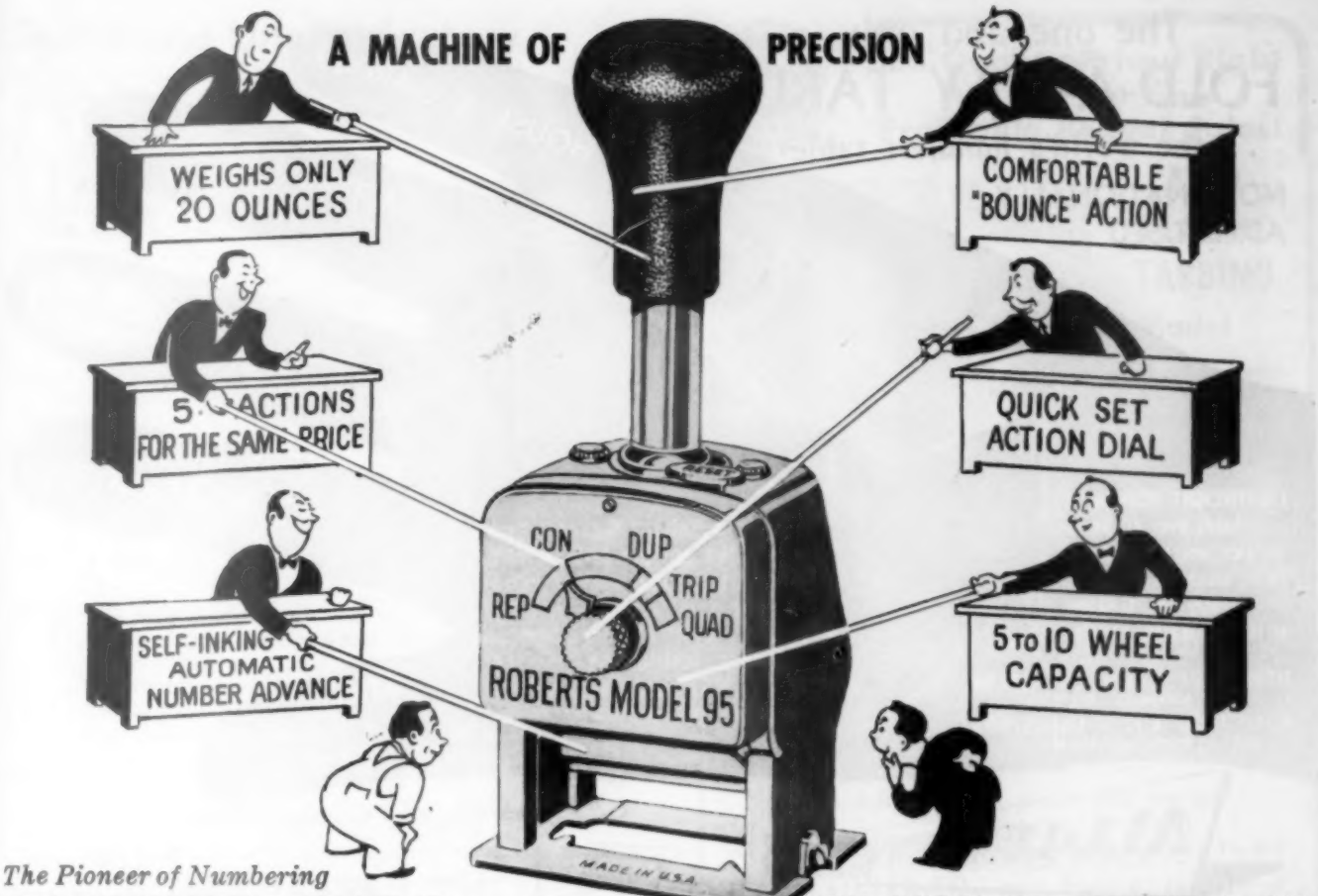
This was made possible by a perpetual inventory kept completely up-to-date. Keeping proper records certainly paid off for this merchant, and it will do the same for any dealer—regardless of the merchandise you handle.

Maintaining records and proper bookkeeping equipment is essential to every phase of your buying and selling functions. This means making the proper original records at the time transactions take place, and keeping a set of books which will be simple, inexpensive, easy to keep up, and give you the facts you need—whenever you need them.

In addition to inventory figures for use in case of loss by fire, records should be kept of all store expenses, so that by wise planning and careful budgeting, payroll, rent, advertising and other expenditures can be kept in line.

Other people besides insurance adjusters require up-to-date figures, too. Accurate income tax returns cannot be made for your business if proper figures are not available. If you go to the bank for a loan, your banker wants facts, not guesses. If he senses you are guessing, he may refuse the loan or cut it considerably.

Adequate records help prevent failures in business; they also help you to earn a greater profit on the same amount of sales by reducing selling costs and operating expenditures. Retail experience has given overwhelming proof that good records and successful retail management are inseparable companions.—GNS



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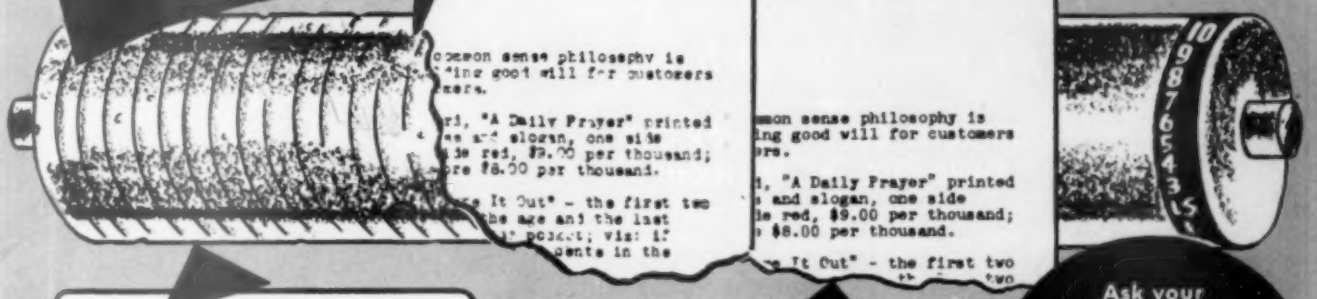
DON'T BLAME YOUR SECRETARY for letters like this!



Chances are the culprit is an old, worn-out platen!

Old platens develop pits and corrugations, lose smooth surface and resilience necessary for sharp, even impressions, longer ribbon life and accurate paper feed.

It takes a smooth, resilient

B. F. GOODRICH PLATEN

to get clear, even impressions and clean-looking letters like this!

Ask your typewriter dealer to install the new Shipman-Ward Goodrich platens with PAGE END-ICATOR.

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The one and only

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NOW NATIONALLY ADVERTISED

HOUSE & GARDEN

BETTER HOMES and GARDENS

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LIGHTWEIGHT ALUMINUM . . . holds over 40 times its own weight. Folds to fit in closet or car . . . or to carry like luggage on its own leather handle

MODEL A (24" x 60") List—$21.95
West of Mississippi—$22.95
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For extra Holiday business two ways—feature the FOLD-A-WAY as a gift . . . use it as an extra counter to display Holiday wares. For offices, homes, churches, institutions . . . the FOLD-A-WAY is the world's most useful, profitable table.

Write for literature, price lists and cooperative advertising plan.

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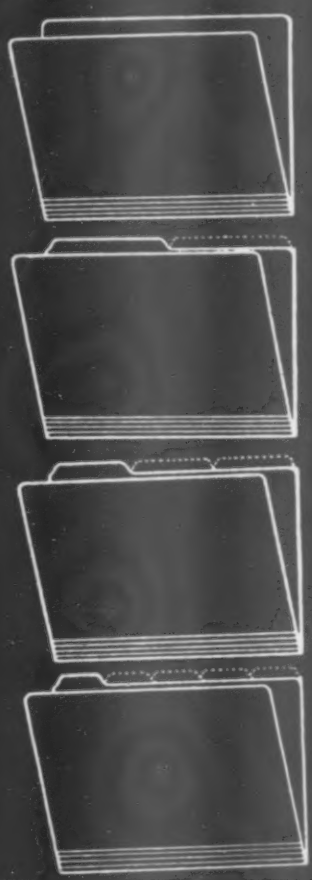

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Returning Unsatisfactory Goods

By Albert Woodruff Gray

■ A CUSTOMER WHO contends that the goods he receives are not the goods he bought or not as they were represented to him, has two courses he may take under the law. He may keep the goods and collect from the dealer the difference between the value of the goods he received and of those he bought, or he may treat the contract as a nullity and return the goods.

Whatever course he adopts, however, he must act immediately upon discovering the discrepancy. Failing in promptness he waives his right to return the goods. The situation is the poet's:

"The moving finger writes; and having writ
Moves on; nor all your piety nor wit
Shall lure it back to cancel half a line
Nor all your tears wash out a word of it."

When once he has elected the course he will pursue the law does not permit him to change.

Here's an Example

A Chicago firm ordered 20,000 waste baskets at $1.90 each, to be shipped in individually sealed cartons for resale. Five months after the order had been given and accepted and after approximately half the baskets had been delivered the buyer sought to return them, claiming they were defective.

Instead, however, of either returning the goods or, if the seller refused to accept them, storing them as the property of the seller, he continued selling from this stock until the manufacturer sued for the unpaid balance of the account.

The cancellation of a contract for the delivery of goods other than those the buyer selected, said the Federal Court of Appeals in this case, requires him to treat the goods as those of the seller, not as his own. He continued to sell these baskets for over two years after he discovered what he claimed to be fatal defects. By his words, said the court holding the buyer liable for the price of the goods, he sought to rescind the contract but by his acts he affirmed it.

It is the old story told by the ancient Greek, of the man blowing on his hands to warm them and on his soup to cool it.

A Texas purchaser found itself in the same situation. It signed a contract for the purchase of a bookkeeping machine and received in its place an adding machine. It used this adding machine for five months and then maintained it was entitled to return it since it was not the machine that had been ordered.

Must Elect Course of Action

It is the duty of the defrauded party, said the Texas court here, at the earliest practicable time after discovering the fraud, to elect whether he will perform the contract of sale or rescind the agreement. The notice of rescission must not only be promptly given but such rescission must be adhered to. Otherwise, acts of the buyer inconsistent with his intention of abrogating the contract are an election to affirm it.

The purchaser in this instance did not ship or return the machine but used it as his own. Although it, in the first instance, may have given prompt notice of rescission, it did not stick to it but continued to use the machine. This constituted an acceptance of the machine and an acknowledgement of the performance of the contract whatever notice to the contrary may have been previously given.

"On an attempted rescission by the buyer, which the seller has not accepted, the buyer, if he intends to rely upon it, must adhere thereto and act consistently therewith and if he thereafter continues to use the property as his own, he may be held to have waived or abandoned the rescission and may be precluded from

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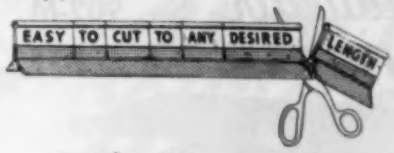

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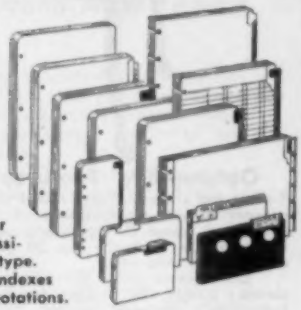

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rescinding or asserting a claim that he has rescinded," said a Michigan court a few months ago.

The transaction to which the court referred was the purchase of a used automobile, represented as having been used for less mileage than it actually had. The buyer attempted to return the car and when the seller refused to accept it, continued using it for the next six weeks.

Holding this purchaser liable for the payment of the agreed price of the car, the court concluded, "It was the duty of the purchaser as soon as he learned of these misstatements, to have rescinded the contract; a notice of such rescission must have been promptly given and adhered to in order to bind the parties. The continued use of the car for some thirty days after he had learned the facts would be a waiver of his right to rescind even though notice of such rescission had been given."

From the viewpoint of one who is neither the seller nor the one penalized for his failure to keep a notice of rescission good and consistently treat the goods in his possession as the goods of the seller, the law is unquestionably fair. To one who has contracted himself into a controversy and possible lawsuit the fairness is not always crystal clear.

A purchaser in Portland, Me., sued to recover $100 he had paid for "a certain box a dealer had sold him as a refrigerator." After he had offered to return this purchase and been refused the repayment of his $100, he sold the motor for junk, replaced it with a new one and refused to give up the box but continued using it.

In its decision the Maine Supreme Court held the buyer could not recover the money he had paid. The buyer may rescind a contract of sale for breach of warranty and recover the purchase price or he may sue and recover as damages the difference between the actual value of the goods at the time of sale and what they would have been worth if they had answered to the warranty, asserted the court. But after an attempted rescission by the buyer, which the seller had not accepted, if the buyer intends to rely upon it, he must act consistently.

If he continues to use the property as his own he waives this right to rescind. The use of chattels by the purchaser after the seller has refused to accept their return defeats the buyer's rescission if the property is used for the personal benefit of the purchaser.

Printing Press Involved

A printing press sold to a Missouri firm a few years ago failed to operate to the satisfaction of the buyer. A lawsuit was finally brought to recover the unpaid balance of the purchase price. The defense of the printing company was that the contract had been rescinded and that it not only owed no money but was entitled to $5,000 in damages.

On the witness stand the president of this printing company testified, "We wrote them and asked them to take it back and give us our old press which they had taken as a trade-in. When they didn't do so we kept on using the press until such time as they would see fit to take it out."

The buyer, said the court, by its continued use of the property for its own benefit over a period of more than two years after its offer of return, has waived both its right to rescind and its right to rely on such rescission.

REFERENCES:

Reno Sales Co. v. Pritchard Industries, 178 Fed. 2nd 279.

Dalton Adding Machines Sales Co. v. Eicks & Co., 283 S.W. 642, Texas.

Powers v. Rosebloom, 62 Atl. 2d 531, Maine.

Don McCullagh v. Dimitroff, 42 N.W. 2nd 775, Michigan.

Brandtjen & Kluge v. Burd & Fletcher Co., 192 S.W. 2nd 651, Missouri.

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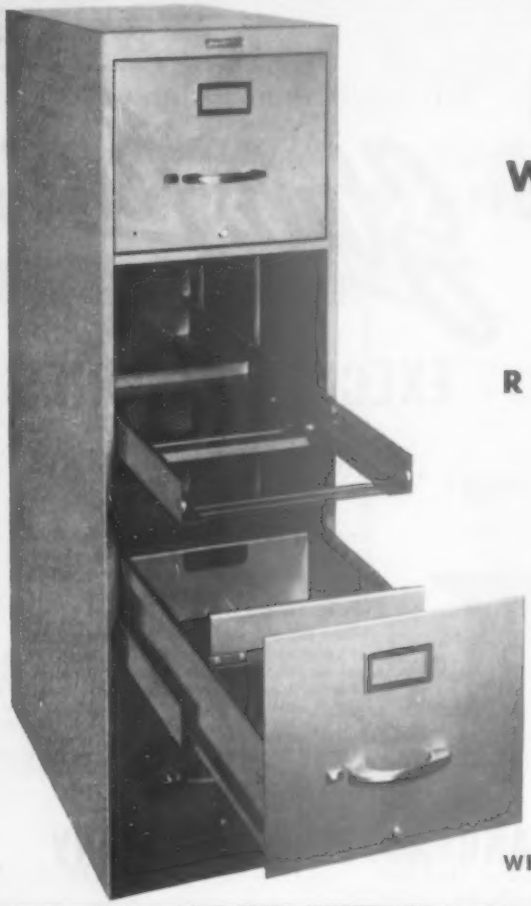

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Are Businessmen Remaining Within the Law?

by ROBLEY D. STEVENS, J.D., Former official representative Wage and Hour Division U.S. Department of Labor; author of "Your Legal Job," "Selling & Free Enterprise," "Test Your Knowledge," and other publications.

■ HOW DOES A BUSINESSMAN go about handling an official investigation? How do wage-hour inspectors get evidence on him? What kind of charges may be made against him? What kind of men and women are wage-hour inspectors? What do employees know about a businessman being checked? Are the wage-hour rules and regulations easy to follow? Can all business men be so evil to willfully violate the wage-hour law? Must businessmen be constantly nursed, supervised, checked and regimented by a host of wage-hour lawyers and policy investigators? Are the backsliders the exception rather than the rule?

These and many other practical questions have been raised from time to time by businessmen. Consequently, as a former wage-hour law-enforcement inspector I believe the vast majority of businessmen are endeavoring to comply.

However, while the Wage-Hour Division prefers education, it has found that there is nothing like a few well-chosen court cases to clean up any area of violation.

"On Firing Line Daily"

Surveillance of wage and hour and working conditions problems arising under the new fair labor standards act of 1949, amended, has the combined efforts of all enforcement groups working very closely together. The wage-hour inspection force is on the firing line daily.

It has its dramatic moments, midnight vigils and pursuit over icy streets to interview any ex-employees of a businessman operating under the law. The day-to-day procedures while usually less exciting than the highly publicized FBI or T-Men involve bringing the full force of the law to bear on the small minority of deliberate or careless violators.

The wage-hour inspector goes to the public entrance of a business engaged in the production of goods for commerce, presents his credentials, audits the books and quizzes workers. When the investigation is completed, the wage-hour inspector offers to sit down with the businessman and review the conditions he has noted during his visit.

Ordinarily both the wage-hour inspector and his constructive comments are welcomed and there is no need for regulatory action. However, when corrective suggestions are ignored or restitution is not made, criminal action or injunctive requests, all through the Federal courts, may be required to keep violations at a minimum.

In other words, surveillance of businessmen operating under the Federal Wage-Hour law has the combined efforts of all law-enforcement groups working very closely together.

Many Violated Law

Official investigations closed during the year of 1949 disclosed underpayments amounting to $12,186,957 owed to 186,310 employees in 17,368 establishments. The wage-hour administrator has stated that there has been an increasing reluctance on the part of employers to make restitution of back wages found due and says that somewhat more than one-half of the establishments investigated were found to have violated the act.

The violations included instances of complete disregard of the overtime provisions, improper computation of the regular rate of pay, misapplication of

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exemptions provided for executive, administrative, or professional employees, and persons employed in a local retailing capacity or as outside salesmen, and inadvertent clerical errors. Consequently, the seriousness of the situation is self-evident.

It goes without saying, that honest law-abiding businessmen need have no fear, but when the wage-hour law is broken many things could happen. In fact, civil and criminal actions authorized under sections 16 and 17 of the act are utilized only with respect to those businessmen who have been found to be in gross or deliberate violations of the act's minimum-wage, overtime, or child-labor provisions, or businessmen whom it is believed necessary to make answerable to the courts to assure future compliance. The rest is easy for the government.

Ignorance Not an Excuse

Businessmen should realize that thousands of complaints pour into the wage-hour division for appropriate investigation. Consequently, when a case is buttoned down, "ignorance of the law" is no excuse if and when businessmen have to stand before a federal court judge—not unless they can prove the charges are illegal or unconstitutional.

As a former law-enforcement wage-hour inspector it is my honest opinion and observation that most businessmen are fully conscious of their responsibility and obligation under the Fair Labor Standards Act.

But because of the ever-widening circle of inspections, a lack of sufficient knowledge on its requirements could prove costly. Thus, it is painfully clear that all businessmen coming within the purview of this monumental labor law should consult frequently with their attorneys and accountants for protective reasons.

Businessmen should ask themselves this question: Will my case be dismissed, or will I be guilty as charged? Wage-hour investigations cannot be avoided. In fact section 11 provides for investigations, inspections, records, and home work regulations. Perhaps one of the best and most effective methods for keeping "informed" is to periodically consult the Commerce Clearing House Typical Labor law reports. They are authoritative and provide for swift reporting on wage-hour problems and decisions. They are skillfully planned and executed in that they enable both the businessman and lawyer to use them.

These are trying times for businessmen today. As never before, every businessman must be on the alert. Almost every week the Wage-Hour Division files charges against someone for alleged violations. Will you be the next one?

Very often it is difficult to avoid becoming a technical violator in the eyes of the law. Problems are constantly arising which challenge the ingenuity of every businessman. Consequently, he wants to know what he can do under the law. It follows that he must also know what he CANNOT do. Hence, consultation with the foregoing groups mentioned herein is essential to the understanding of the wage-hour law, particularly, the significant parts of the rules laid own by the Congress.

Co-Operation is Found

The wage-hour division possesses sufficient knowledge of the potential trouble spots. I think most businessmen, however, have adopted the rules and are willing and competent to operate in compliance. Consequently, the workers have benefited.

The Secretary of Labor is proud of his wage-hour inspection staff. Of course, wage-hour inspectors can be wrong, but usually they are right. In the aggregate, wage-hour inspectors are a group of carefully selected, above average, well-trained, highly efficient, and deadly serious crime detection specialists. When assigned to an investigation, they never give up until they prove compliance or violation.

In conclusion, I find that more businessmen than

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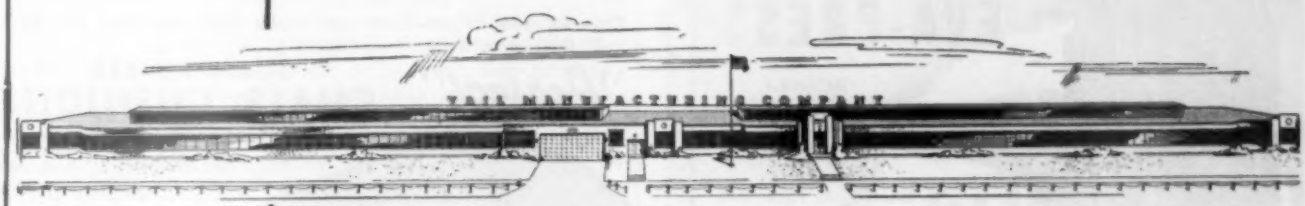

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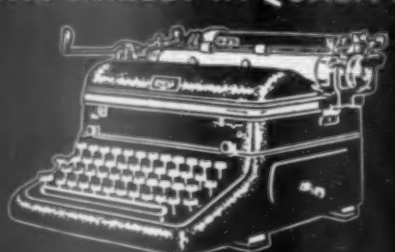

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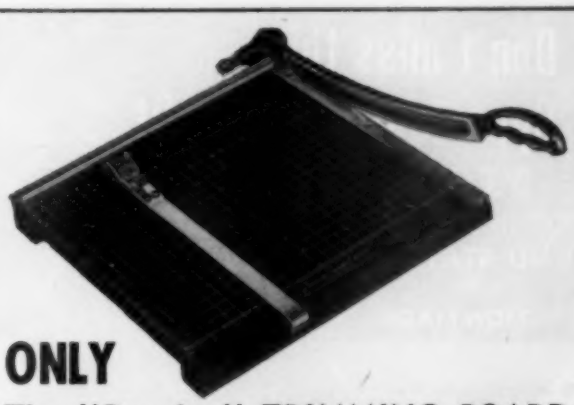

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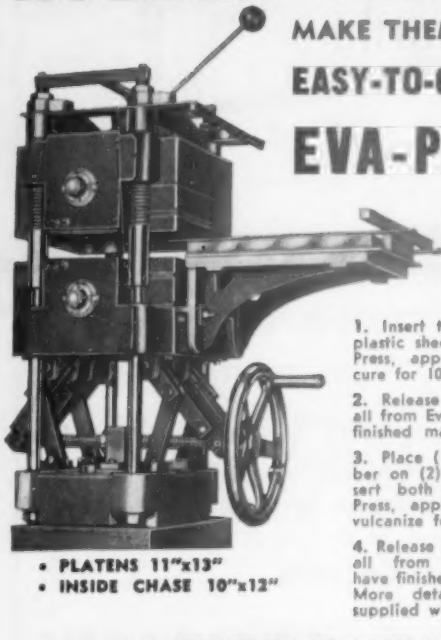

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ever before have a growing awareness of the significance and effects of being within the wage-hour law. They have accepted the challenge by having a basic approach to it. Indeed, the neatly written one-two-three technique for solving labor relations problems as revealed in the wage-hour "Interpretative Bulletins; the Rules and Regulations of the NLRB," enables the businessman to know "how to do it" procedure with substantial success.

Regardless of the pros and cons, specific techniques are required if businessmen are to operate within the law. Thus, it will take a fairly high degree of objectivity to accomplish the official demands.

Can a businessman be too small or too large to benefit from the following suggested sources of information on Union-Management relations? The answer is categorical; in most cases all this important and valuable official information can be obtained free of charge from the Government Departments cited herein, thus affording the average businessman a sizable savings in money.

In the light of the above, it seems feasible that any tips or suggestions on how to solve wage-hour problems, record-keeping requirements, collective bargaining practices, and other labor-management issues can prove useful to the businessmen. Consequently, they should be carefully examined.

Businessmen are wise in going to the Government for guidance and aid in the solution of their industrial, labor and particularly wage-hour problems.

* * *

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1. Interpretative Bulletins
   Annual Reports
   Wage-Hour Division, U. S. Dept. of Labor, Washington, D. C.

Competition Speeds Progress

By G. A. Greenwood

■ UNLESS THE MANAGEMENT of a business office is very unusual, worrisome periods show their ugly faces and wrinkled eyebrows and gray hairs result.

So, now a question can be asked: "What is the cause of this so-called worry?"

While the answer might or can be, "There are many causes," one stands out quite prominently above the others. Its name is "competition."

This so-called worry involves, or should involve, every individual connected with a business. Yes, we might say it involves even the little dog, that might be running loose around the office. A seemingly cheerful wag of the little dog's tail helps materially in leading up to an order, if the consumer calls at the distributing office, to place it. Almost everybody loves a little dog. Apparent indifference, even from the office boy, turns the face of a possible customer to the next door, where courtesy has been taught.

A capable manager is well aware of the necessities pertaining to increased dividends for the stockholders and, as a rule, his example is imitated by the subordinates. When the manager goes trout fishing during working hours, the minds of the workers drift in that direction and the bacon burns, so to speak.

When George Washington's army crossed the treacherous Delaware, George did not stay or remain on shore. He lead the procession and our glorious Republic was born. In other words, George set the example and the boys brought home the bacon.

While we have dwelt chiefly upon the distributing end of a business, we must not overlook or ignore the importance of the manufacturing end. In that end, right from the management down, every individual must be on the job, if competition is to be met successfully.

While today it appears that a state of perfection in many lines has been reached, we are quite apt to wake up tomorrow experiencing the vibrations of a newly-discovered atomic force.

PROOF THAT ADDOMETER ADDING MACHINES SELL

● There's *logic plus proof* behind Addometer's sales appeal. Addometer fills a definite need for a portable low-cost adding machine among accountants, small and large businesses, professional men, retailers, service stations, farmers, architects, and many others. The remarkable 8-column Addometer adds, subtracts *direct*, multiplies as speedily and efficiently as many big, expensive adding machines—yet costs only $12.95! It has exclusive features which no other machine offers.

FREE display stand with every order of 6 or more Addometers—get started with this special offer *today!* Write Dept. A-2.

Reliable Typewriter & Adding Machine Company
305 W. Monroe Street • Chicago 6, Illinois

ACME
PERFORATORS & FASTENERS

AVAILABLE FOR PROMPT SHIPMENT

Two Hole Loose Leaf Punch, ¼" holes, 2¾" C to C. Quick action large waste container. Compact, economical. 30 years experience behind our products.

The paper fastener that saves time—and tempers!

Available in two popular sizes: 1" Capacity and 2" capacity with 2¾ centers. Packed 50 to a box. Features Prong Lock Compressor for permanent fastening. Eliminates broken finger nails.

Write for prices and Samples of the finest fasteners made!

ACME FASTENER COMPANY
411 N. TENTH ST. • ST. LOUIS 1, MO.

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for
LIFETIME STEEL
DRAFTING EQUIPMENT

- Blueprint Cabinets
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- Taborets
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- X-Ray Filing Cabinets

Finest steel construction
Most Efficient modern designs

NEW LIBERAL DISCOUNTS!
Write today for illustrated catalog sheets and prices

STACOR EQUIPMENT CO.
770 East New York Avenue, Brooklyn 3, N. Y.

Suggestions for Building Your Business

■ WHAT MAKES the difference between the successful man, the mediocre and the failure in any line of business? Why can one start from scratch or even with a terrific handicap and climb to the top of the pile, while another with apparently everything in his favor finishes at the bottom of the heap?

The whole thing is so complex and tremendous that it would be impossible to come to a conclusion without a long study and the result of those conclusions would fill several volumes.

There are some fundamentals, however, which cannot be overlooked. You cannot put one above the other, for it takes a combination of them all. As each ingredient is important in making a cake, so certain qualities are essential in man if he is to be successful.

What is Personality?

Personality is an indefinable characteristic in a man which marks him as being different from other things. Generally one thinks of personality as being an attractive quality.

We speak of someone as having a magnetic personality, something that draws others to him. Some seem to be born with a strong personality but lacking other qualities it is of little benefit. Others develop it, for "Unto him that hath shall be given."

A knowledge of any business is, of course, essential. It would be difficult to imagine Napoleon, even with his overwhelming personality, attaining the position he did without a knowledge of artillery or of the politics or economics of the day. So in selling insurance or potatoes or office equipment, it is a good idea to know what you are talking about.

Knowledge, however, is not enough. Many a student can write an examination paper on certain subjects and obtain a mark of 99% but has not got the ability to use what he knows. Work and application are therefore necessary. Perhaps the outstanding ingredient to success is "Hard Work."

Perseverance Needed

In sales work perseverance is especially essential. It takes more than one call, or two or three to make a sale. A clientele is built up over years, not just weeks or months. But perseverance must be combined with enthusiasm. To really interest a prospect a salesman should be enthusiastic about the line he is attempting to sell. It may be difficult to get as worked up over an office supply item as over a football game, but it pays much better.

Some people will tell you that it is all a matter of luck. One man guesses right and the other guesses wrong. F. W. Woolworth's friends told him he had guessed wrong when he failed several times, but he succeeded in building a multi-million dollar business, through faith, perseverance and hard work.

Lincoln Was Failure, Too

Abe Lincoln was a failure until he was past 50 and he became president of the U.S.A. And so it is not just luck but taking advantage of opportunities. Then you will hear the whine, "There aren't the opportunities there were in the old days." Today the chances of succeeding are greater than at any other time in the history of business.

You may have a successful business now. Keep it so. You may be starting in. Cultivate those things that make for success. Knowledge and good judgment, hard work and application, perseverance and enthusiasm, tact and courtesy. Don't knock your opposition. Learn to smile and to laugh. Train your memory for faces and facts. Above all, be honest and sincere. These are the little differences that build up big business. —GNS.

MAKE CALLS THAT MAKE PROFITS...

SPEEDRITE Checkwriter

Protects checks—prevents forgeries.

ERROR-NO Copyholder

Speeds up copying and increases accuracy of reports, forms, briefs.

CHEXSIGNO Check Signer

Relieves time-pressed executives from signing checks.

The sales qualities of these "first choice" office devices are something dealers dream about. Exclusive features, design and efficiency appeal to any and all customers. No service problem. Rank high as profit makers for dealers everywhere.

Hall-Welter COMPANY INC

40 MT. HOPE AVE.
ROCHESTER 20, N. Y.

Super-Quality
BRIEF CASES—PORTFOLIOS
BRIEF BAGS—CATALOG CASES

Priced to give the Dealer Extra Profits!

Ringbinder Brief Case, 16, 17 or 18 in. Finest top grain 2½ oz. cowhide. British Brown, Ginger or Suntan. Extra heavy Talon zipper on 3 sides. 2 handmade extra-heavy disappearing handles. French edges. Square rings. 2 gusseted pockets on each side. Leatherette lining.

Write for New Illustrated Catalog. Complete Line—Just Out! Free.

***Bristol* MANUFACTURING CO.**
1670 MARROW STREET GREEN BAY, WISCONSIN

"Noesting"

Pronounced No-Sting

Paper Clips

Paper Fasteners

Thumb Tacks

Pins

Large Variety of Sizes and Styles.

Noesting considers QUALITY is of first importance.

NOESTING PIN TICKET CO., INC.
728 E. 136th Street, New York, N. Y.

STEMPCO

THE TRADEMARK OF QUALITY

The **LONG-LIFE LINE OF OFFICE EQUIPMENT**

A QUALITY Utility Typewriter Table for schools and institutions

Excellent workmanship and finish are features of this golden oak or imitation walnut table. But the main feature is the deep, non-binding, non-sticking drawer. Table is 11 x 32 x 27 H. Packed knocked down, two to carton. Also available one to carton at slight additional cost.

Send for catalog and price list today!

The Stempco line includes chair mats, arch boards, clip boards, arm rests, blackboards, costumers, desk trays and check racks.

STEMPEL MANUFACTURING CO.
2830 ROBERTA ST., DALLAS, TEXAS

"STORAFILE" (Pat. Pend.)

Steel front transfer cases at a fraction your present cost, also offers added quality

CASH RETAIL PROFITABLY

AT **$2.98** EACH LETTER SIZE

SPECIAL PRICES ON QUANTITY ORDERS

72 pieces assorted sizes

SUPERIOR IN STRUCTURE

- The drawer with an all steel clad front
- The shell with an inner 16 gauge steel supporting frame
- New Office Grey and Olive Green

ADDED FEATURES:

Assembles in 20 seconds
High test impregnated corrugated board
Stacks higher
Saves space

12 STOCK SIZES

M124 Letter, M154 Legal, M184 Invoice, M119 Ledger, M94 Check, etc. Shipped K/D—Four in Carton.

A complete catalog and dealer cost sheet available.

Manufactured by The Kay-Dee Company

c/o J. R. GELLER 1133 Broadway, N. Y. 10
(Exclusive Factory Agent) Phone: CHelsea 3-3600

FREE!

Valuable for your store reference files

If you have not yet secured a copy of our

BIG *NEW* CATALOG

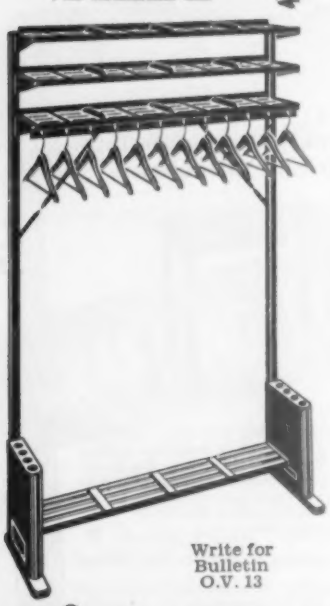
Green Cover—No. 953

Write for this Today!

CHICAGO DESK PAD CO.

9 N. Jefferson St. Chicago 6, Ill.

VALET RACKS



MORE SALES FEATURES MORE SALES

Led by architects and office planners the trend is to Office Valet wardrobe equipment. By keeping wraps dry, aired and open to germ killing light this modern steel equipment helps prevent spread of epidemics and resulting absenteeism. Keeps wraps "in press" helps employee morale, saves floor space, fits in anywhere, ends locker room evils.

Widely advertised in general business, institutional and trade magazines, this line offers an almost unlimited opportunity for offices, factories, schools and institutions.

Write for Bulletin O.V. 13

VOGEL-PETERSON CO.
1121 West 37th St. Chicago 9, Ill.

Uncle Sam Says

If it's money worries that make you act peculiar, like on the day before pay day when your pockets are empty, here's YOUR OPPORTUNITY to get on the sunny side of life. Save the simple, trouble-free way—with U. S. Savings Bonds. Automatic savings through the Payroll Savings Plan where you work, or, if self-employed, the Bond-a-Month Plan where you bank, is a sure cure for the between pay day "heebie-jeebies." And—your money GROWS—$4 for every $3 you invest, in ten short years.

U.S. Treasury Department

SALES STIMULATORS

AMERICAN AUTOMATIC TYPEWRITER COMPANY, 614 N. CARPENTER ST., CHICAGO 22, ILL.—Just off the press is a new Auto-Typist booklet designed to help with correspondence problems. Produced in black and green on white stock, the six-page publication shows the complete line of Auto-Typist equipment with full information on the economies of this method.

THE BENTSON MANUFACTURING COMPANY, AURORA, ILL. — Four new catalog folders are available from this company. One of these, printed in orchid and black, shows the Style Line of executive steel desks and tables. The second folder, produced in black and green, shows Style Line steel desks and tables, also Top-Flight steel filing cabinets. Both folders give detailed information and are well illustrated. These same two catalogs are available with humorous imprint, for dealers to mail to their customers.

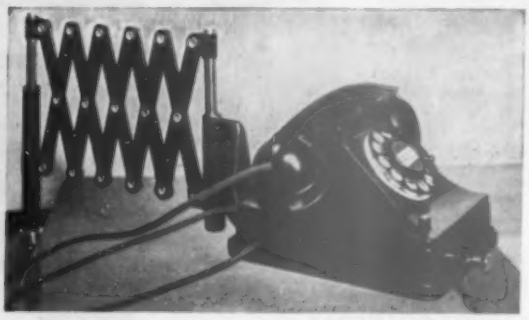
CEL-U-DEX CORPORATION, 1 MAIN ST., BROOKLYN 1, N.Y.—A handy little booklet describing the firm's Ver-A-File filing system has been published. What it is, what it does and how it works are explained in the book. Prices for various models are included. Printed in green and black, it makes an attractive envelope stuffer.

JOSEPH DIXON CRUCIBLE COMPANY, 167 WAYNE AVE., JERSEY CITY 3, N. J. — This new dealer display unit spearheads Dixon's 1953 pencil merchandising program. Its purpose is to establish increased profits for the retailer and to increase sales. It puts on display the price which each retailer wants to receive for Ticonderoga pencils. Labels for this purpose are provided. The product is the real story in the Profit-Maker display: a full-length-view container shows six dozen

already sharpened pencils. Display-copy highlights the Ticonderoga "Leadfast" feature. Two side panels hold six one-dozen boxes. The display, therefore, comes fully stocked with one gross of No. 1388-2 Ticonderoga pencils. Designed to get maximum impact from a minimum of space, the complete Profit-Maker stands only 12 inches high, 8 inches wide and 2¼ inches deep. There is no charge to dealers for this display when ordered filled with pencils. Pencils are billed at regular prices.

GLOBE-WERNICKE CO., NORWOOD, CINCINNATI 12, OHIO—This company has begun dealer distribution of envelope enclosures featuring its patented Cello-Clip file for vertical storage of blueprints, artwork, X-Rays, maps, illustrations and hundreds of other valuable large office sheets. Designed as a direct mail enclosure, it points out that with ordinary filing methods, to have the protection and convenience equal to that provided by Cello-Clip, it would be necessary to file but one sheet per drawer. This would require a chest of 1,500 drawers for material that can be filed in one Cello-Clip

HANDY "GLIDEX"
TRADEMARK
TELEPHONE BRACKET
A Stable Seller the Year 'Round



Saves desk space—swings in any direction—
Keeps phone in easy reach yet out of way—
The only bracket made to hold present models.

Made of strong, durable steel. Extends to 30 rigid inches. Closes only 9 inches. Various types of mountings available for attaching to wall, desks, table edges, side of tables, etc. Nothing to get out of order. Eliminates nuisance of phone cord mussing desk papers.

WRITE FOR ILLUSTRATED LITERATURE AND DEALER'S PRICES

GLIDEX CORP.
4538 W. ROOSEVELT ROAD, CHICAGO 24, ILL.

this SAFETY ZONE means BANK ACCOUNT PROTECTION

The answer to your protection against check forgeries and alterations is simply protection with the Safeguard system of Model H or K Checkwriters. The maceration of name and amount line prevents check alterations.

For your free folder "Be Wise" write Safeguard Corp., Lansdale, Penna.

Safeguard Corp.
LANSDALE, PA.
CELEBRATING OUR 40TH ANNIVERSARY

cabinet. Presenting 10 telling and "selling" sales questions, the envelope enclosures outline Cello-Clip's easy indexing system, ready accessibility, full protection, and resultant space, time, work, and money economies.

GEORGE B. GRAFF COMPANY, 54 WASHBURN AVE., CAMBRIDGE 40, MASS.—A new packing of the Graffco Nu-Vise Signals is available, especially for store display. For customers who require the signals in quantities smaller than the standard boxing of 100 of one color, Nu-Vise Signals are

now obtainable in packets of 20, mounted on cards and enclosed in cellophane. These are offered to dealers in a display carton containing 25 such packets assorted in six most popular colors—five packets of light red, four each of light green, dark red, dark blue, lemon and light blue. Other standard colors may be substituted if desired. The display is known as No. 11.

MASTER-CRAFT CORPORATION, 831 COBB AVE., KALAMAZOO 52F, MICH.—The Master-Craft "Helps for Salesmen" bulletins are issued monthly as a supplement to the loose leaf sales manual. Subjects covered during 1952 included "Points in Selling Loose Leaf Record Protection," "How to Increase Your Sales of Stock Forms," and "Route Books with Outstanding Performance Qualities." Replete with illustrations, the bulletins help the salesman to do an effective job.

MILWAUKEE METAL CHAIR COMPANY, 3022 W. CENTER ST., MILWAUKEE 45, WIS.—Catalog No. M-101, recently published, describes and illustrates the Metal-Lux line of metal office chairs produced by this company. Eight models are illustrated, and fully described, while small line drawings show details of construction.

REMINGTON RAND INC., 315 FOURTH AVE., NEW YORK 10, N. Y.—Three new folders issued by the company illustrate how the Printing Calculator can serve establishments with specialized operations. Booklet No. AC572 deals with the use of the machine in handling retailing figure operations with speed and ease. Booklet No. AC592 is entitled "Figure-work Made Fast and Easy for Grain Elevator Operators." Booklet No. AD535 on the use of the printing calculator is headed, "Figure-fact Efficiency for Contractors and Builders." Each of these booklets may be secured free by writing the above address.

Business Opportunities

Catalogs and Price Lists Wanted.—Marmon Company, Ltd., 216 Lyon St., Paterson, N.J., recently formed by Charles S. Marmon, is interested in sources of supply in the office equipment and stationery lines. Catalogs and price lists are requested.

Trade Literature Wanted—G. W. Barnett of The Print Shop, Brummer Building, Cherokee, Iowa, desires to receive manufacturers' and suppliers' office supplies and equipment catalogs.

Smith-Corona Takes New Quarters in South

The L. C. Smith-Corona Typewriter Company has moved into its recently completed building at 1130 St. Charles Ave., New Orleans.—JHR

REVOLUTIONARY NEW **EDMAR**

injector stamp kit

Imagine! . . . you can sell your customers an entire stamping DEPARTMENT in one neat attractive package. This handsome molded plastic case in two-tone grey is the modern answer to the unsightly rubber stamp stands of a by-gone age . . . and only 4 x 6 inches of desk space is required! Your customers will thrill to the unique and appropriate lettering designs. . . . Parcel Post Stamp that is suggestive of Pony Express . . . swirling scripts instead of mere block letters.

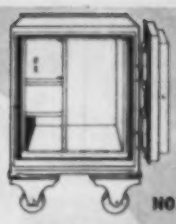
The basic set includes the case, injector handle, customers choice of 6 stamps from 16 standards, a one ounce bottle of stamp pad ink, and a large No. 1 stamp pad. (Blank stamps are available for customers' special needs.)

RETAILS COMPLETE FOR $4.98

USUAL DEALER DISCOUNT • WRITE TODAY FOR INFORMATION

EDMAR *INCORPORATED*
309 So. Farwell St., Eau Claire, Wis.

SCHWAB



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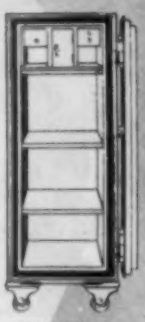
Records are safe in a SCHWAB SAFE



NO. 1850-C

. . . because SCHWAB SAFES are the finest available for protection from fire and theft. See the complete line of SCHWAB — Underwriter Labeled Class A. B. C. — T-20 Safes. Finest materials and workmanship have always made SCHWAB SAFES better safes.

NO. 11 CHEST

MAIL COUPON FOR COMPLETE INFORMATION

Gentlemen: Please send me information on the complete line of SCHWAB SAFES.

Name.....

Street.....

City..... State.....

the SCHWAB SAFE COMPANY
LAFAYETTE • INDIANA

300 NEW ITEMS IN A SINGLE YEAR

In a single year Office Appliances announced some 300 items in the section devoted to new machines and devices.

Usually this information is given before the items appear on the market and always in advance of most sources of such news. It is not uncommon for a dealer to tell us that some of his best selling lines have been secured from seeing the things in Office Appliances. Many readers say this section in itself is worth the subscription cost, not to mention all the other features.

If you want to keep in touch with the activities of the office equipment industry, there is no better way to do it than by entering a subscription to Office Appliances.

Write for subscription rates and specimen copy.

The Office Appliance Company
600 W. Jackson Blvd. Chicago 6, U. S. A.

Sell telephone comfort and convenience in the NEW

Rest-A-Phone

UNIVERSAL MODEL **TELEPHONE REST**

The new features include:

(1) New universal model fits E-1, F-1, and G-1 handset (Western Electric Equipment). (2) Completely new gray ribbed rubber applied with new clear cement that will not soil clothing. (3) Patented 3 point suspension makes Rest-A-Phone a true telephone rest and not just a hook. (4) Molded in one piece of light, tough, tenite plastic to eliminate weight and loosening nuts, bolts, and screws. (5) Spring clip gives 5 second installation with complete ease of adjustment. (6) Has 7 degree slope on cradle to offset slope of average shoulder and to increase wedging effect on shoulder for greater stability. A trial order today will prove profitable.

"Beautifully packaged It's a Natural for Christmas Gift Sales"

Exclusively Patented & Manufactured by:

Rest-A-Phone Co.
P.O. BOX 8788 • PORTLAND 7, ORE.

time to sell

JOSLIN ECLIPSE

PRECISION
TIME
STAMP

with these 4 star features

★ 40 Hour Precision Clock Movement
★ Jeweled Clock Movement
★ Patented Universal Joint Absorbs Shock
★ One year guarantee

gives you sales advantages that boost volume and profit.

Write today for information

A. D. JOSLIN MFG. COMPANY
MANISTEE, MICHIGAN

Shake the shimmy
FROM YOUR MIMEOGRAPHS, SPIRIT DUPLICATORS, FOLDING MACHINES

BASE THEM ON A

HALVERSON
NO. 52
ALL-PURPOSE STAND

- RIGID—Provides the *sturdy foundation* your office equipment needs for better performance.
- DEPENDABLE—Heavy 18-and-20-gauge steel construction, electrically welded.
- STREAMLINED—Trim round corners, smooth edges for neatness, safety.
- SOUNDPROOF—No annoying vibration—can be moved *quietly* from place to place.
- PERMANENT FINISH of gray hammerloid baked enamel—positively resists spirit duplicator liquids.

EQUIPPED with Adjustable Glides for perfect levelling, or Ball-Bearing Casters (two with locks)

Height 28½", adjustable to 30", Width 29" Depth 19½", Weight 45 lbs.

SHIPPED COMPLETELY SET UP—NO ASSEMBLY NECESSARY

WRITE TODAY FOR CATALOG, PRICES
HALVERSON SPECIALTY SALES CO.
1219 W. Chestnut St. Chicago 22, Ill.

Dennison Publications Win Industry Awards

What Next? and *Judy's Teen Topics,* two publications by Dennison Manufacturing Company, have received awards in the 24th annual competition of the Direct Mail Advertising Association.

"Best of the Industry" award in the paper specialties class, went to *What Next?,* now in its 51st year. It offers retail sales promotion and management ideas for Dennison dealers.

Some Samples of Dennison's Winning Publications.

In a special competition, *Judy's Teen Topics* was among seven winners. This publication offers timely ideas on social activities, paper crafts and decorations to teen age readers.

Remington Rand Inc. was another winner of a DMAA award.

Royal Metal Acquires More Facilities

Royal Metal Manufacturing Company has announced the acquisition of additional facilities in its continuing expansion program. The new acquisition of Royal Metal is Conneaut Plating Industries, Conneaut, Ohio, and it will furnish plated parts for other Royal Metal factories, H. A. Green, president, announces.

Frank Rometti, plant manager at Conneaut for five years, will be general manager. Present manufacturing space totals about 10,000 square feet, with future expansion anticipated. When it reaches full production, the Conneaut plant will employ about 30 plating specialists. Royal Metal products feature both bright and satin chrome plating and a great variety of heat-treated plastic enamel finishes.

In the Royal Metal system, each factory is assigned a major type of production. The Warren, Pa., plant, acquired in 1950, specializes in industrial and library shelving and room furniture for hospitals, hotels, dormitories, and so forth. The Walden, N. Y., plant specializes in assembly and light manufacturing, and now Conneaut will produce chromium and satin chromium plating.

In the past three years, in addition to the factories named, Royal purchased a new plant in Los Angeles and built another factory in Preston, Ont. At the main Royal factory in Michigan City, Ind., about 20,000 square feet is being added to the manufacturing space.

All Styles of RING and POST

BINDERS

A complete line of Binders for the Commercial Stationer

Write today for Free Catalog

NEIMAN LOOSE LEAF & BINDERY CO.
NOT INC.

1717-19 S. HALSTED ST. • CHICAGO 8, ILLINOIS

TYPE CLEANING MADE EASIER

with the amazing Norta*

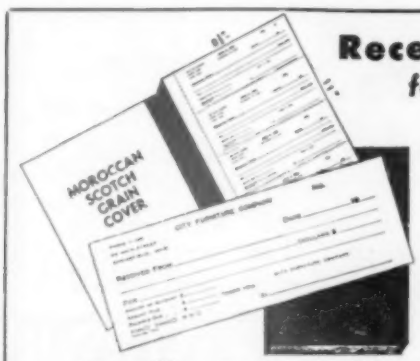
Typists and business machine operators want *Norta Plastic Type Cleaner —it's easy to use—no mess —no liquids to spill.

CLEANS
- Typewriters
- Billing Machines
- Adding Machines
- Addressing Plates
- Marking Devices, etc.

*NORTA THE ORIGINAL PLASTIC TYPE CLEANER

Free sample sent upon request...write to

NORTA DISTRIBUTING COMPANY
1165 Broadway, New York 1, N. Y.



Receipt Books
for the trade

LOWER PRICES earn you a better profit

500 Receipts and 500 Duplicates

write for catalog

Duplicate Receipt Book Co.
Box 842, Birmingham 1, Alabama

Jobbers, Brokers Wanted

Rated dealers dealers only

MODERNIZE YOUR INTERIORS

At Amazingly Low Cost

Your customers are looking for the Comfort, Beauty and Low Cost of this latest innovation in furniture.

IMAGINE: Group setting shown above including Planter Lamp only $81.80 LIST

Write for literature and Dealer Discounts.

Precision Manufacturing Co.
831 Chicago Ave., Evanston, Ill.

Telephones
DAvis 8-4254
DAvis 8-6892

Spring Cushion

MASTER SPEED KEYS

SPRING keys for true finger comfort

SPRING keys for increased production

SELL THEM TODAY!

WRITE FOR FULL INFORMATION

SPEED KEY CORPORATION
268 R CHAUNCEY STREET BROOKLYN 33, N. Y.

MODEL 197-R

Sell **WELCH**
FOR QUICKER PROFITS

Quality Built...

Correct Posture Chairs, Stools, Typewriter Stands and Costumers at easy dealer discounts up to 50%.

Write today for full information.

Welch INDUSTRIES
2911 Empire Ave., Burbank, Calif.

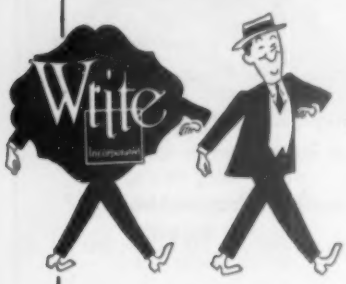
This handsome
10-color easel card
FREE!
12½"x19" size - handy for counter or window
It will boost your sales of
HIGGINS
AMERICAN DRAWING INKS
In waterproof Black
and 17 versatile Colors
The basic art medium . . . Since 1880

Drop a postcard today to
HIGGINS INK CO. INC.
271 Ninth St., Brooklyn 15, N. Y.

SORT-O-FILE
SAVES 20% TO 60% TIME
30 Models. Systems Sorting Service
THOUSANDS IN USE

The Sorter
You've Always Wanted

For fast hand-sorting of cards, checks, letters, invoices, orders, business forms or public documents. We make all types from tiny desk models to shuttle-carriage machines. Write for illustrated circulars.
Representatives everywhere.
Associated Industrial Designers
P.O. Box 12652, Los Angeles 39, California
Plant: 1248 East Sixth Street



Write
keeps in step
with dealers' needs

When you need the kind of service that builds up your business, you'll find Write right behind you. We cooperate with dealers all the way down the line.

CARBON PAPER TYPEWRITER RIBBONS
TYP-ROL Type Cleaner and Roll Finisher
write incorporated 420 Lexington Avenue, New York 17, N. Y.
Factory: Bridgeport, Conn.

MAIL BAGS
SECURITY BRAND
Complete Line of
DELUXE ALL LEATHER
or CANVAS & LEATHER
Mail Bags For Your Select Clientele
WRITE FOR CIRCULAR:
CAN-PRO Corp.
33 E McWILLIAMS ST.
FOND DU LAC, WIS.

PROFITABLE because it SELLS!
BEST-TEST WHITE RUBBER PAPER CEMENT
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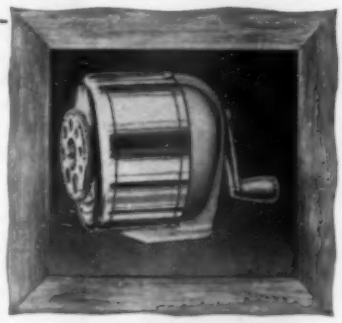

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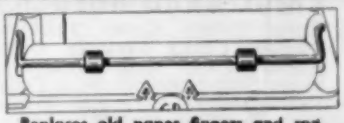

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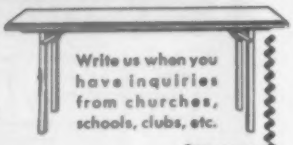

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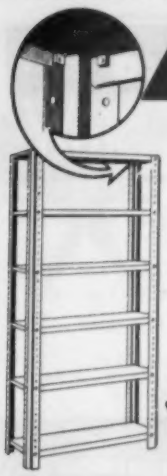

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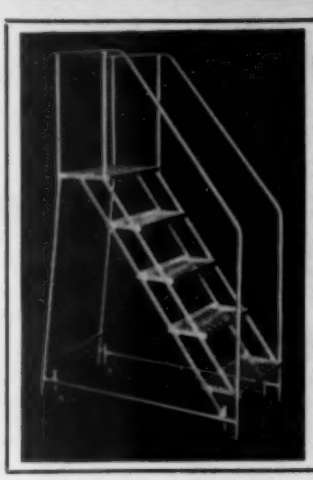

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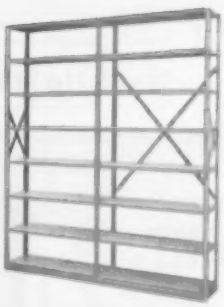

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The Office Appliance Company
600 West Jackson Blvd., Chicago 6, Illinois

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Victor Safe & Equipment Co., Inc. 105, 117, 166, 187, 202, 206, 215, 229

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Warshaw Mfg. Co., Inc. 135
Weber Bros. Metal Works 208, 226
Webster, F. S., Co. 52
Weis Mfg. Co. 108, 109, 127, 130, 164
Western Mfg. Co. 47
Wheeldex Mfg. Co., Inc. 118
Wheeler, M. G., Co., Inc. 170
Wilson Jones Co. 35

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Alphabetical List of Manufacturers

The following list of manufacturers of office equipment and supplies has been carefully selected by the publishers of the OFFICE APPLIANCES Buyers Index Issue on the basis of frequency of inquiries received by our Service Bureau. Though not all-inclusive, the list is representative of the field and classifications covered. The publishers will welcome constructive suggestions or corrections.

A

A & F Tileboard Co., P. O. Box 4085, Alexandria, La.
A. & W. Products Co., Inc., 44-16 23rd St., Long Island City, N. Y.
Aalton Mfg. Co., 111 Sanford St., Brooklyn 5, N. Y.

ABBOTT COIN COUNTER CO., 143rd-144th Sts. & Wales Ave., New York 54, N. Y.
(See advertisement on page 70)

ACCO PRODUCTS, INC., Riverside Dr., Ogdensburg, N. Y.
(See advertisement on page 104)

Accounting Press, Inc., 222 W. Adams St., Chicago 6, Ill.
Accurate Sales Book Co., 211 W. Kilbourn Ave., Milwaukee 13, Wis.
Ace Art Co., Reading, Mass.

ACE FASTENER CORP., 3415 N. Ashland Ave., Chicago 13, Ill.
(See advertisement on page 210)

Ace Loose Leaf Bindery Co., 45 S. Wells St., Chicago, Ill.
Ackerman-Gould Co., 92 Bleecker St., New York 12, N. Y.

ACME BULLETIN & DIRECTORY BOARD CORP., 37 E. 12th St., New York 3, N. Y.
(See advertisement on page 46)

ACME FASTENER CO., 411 N. Tenth St., St. Louis 1, Mo.
(See advertisement on page 104)

Acme Letter File Corp., 168 Park Row, New York 2, N. Y.
Acme Lite Products Co., 350 E. 182nd St., New York 57, N. Y.

ACME PRODUCTS CO., 406 N. Van Buren St., Green Bay, Wis.
(See advertisement on page 175)

Acme Publishing Co., 126 W. 22nd St., New York 11, N. Y.
Acme Shear Co., Bridgeport 1, Conn.
Acme Stencil Co., 2056 E. Fourth St., Cleveland 14, Ohio

ACME VISIBLE RECORDS, INC., Crozet Va.
(See advertisement on page 230)

Acoustor Co., 33 Essex St., Youngstown 1, Ohio
Acro Wood Products Corp., 47 Watkins St., Brooklyn 12, N. Y.
Acromark Co., 9-13 Morrell St., Elizabeth 4, N. J.
Adams Bros. Salesbook Co., Topeka, Kans.
Adams, Cushing & Foster, Inc., 29 Melcher St., Boston, Mass.
Adams, Henry T., Mfg. Co., 8561 S. Chicago Ave., Chicago, Ill.
Adams, S. G., Co., Tenth & Olive Sts., St. Louis 1, Mo.
Add-A-Unit Partition Co., 946 W. North Ave., Chicago, Ill.
Addo Machine Co., Inc., 145 W. 57th St., New York, N. Y.
Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.
Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio
Addressoplate Corp., 373 Broadway, New York 13, N. Y.
Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., New York 10, N. Y.
Adhesive Products Corp., 1660 Boone Ave., New York 60, N. Y.
Adirondack Chair Co., 1140 Broadway, New York 1, N. Y.
Adjustable Caster Co., 1411 Walnut St., Philadelphia 2, Pa.
Adjusto-Swing Office Machine Stands, 509 Shelby St., Detroit 26, Mich.
Advance Directory Co., 204 E. 22nd St., New York 10, N. Y.
Advance Industries, 1900 S. California Ave., Chicago, Ill.
Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.

ADVANCO PRODUCTS, Div. Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.
(See advertisement on page 129)

Advertising Corp. of America, Box 524, Fairfield, Conn.
Aetna Products Co., P. O. Box 438, Hicksville, N. Y.
Affleck Stationery Co., 18 N. Bridge St., Holyoke, Mass.
Aget Mfg. Co., 1408 E. Church St., Adrian, Mich.

AIGNER, G. J. CO., 426 S. Clinton St., Chicago 7, Ill.
(See advertisements on pages 166, 169)

AIGNER INDEX CO., 99 Reade St., New York 13, N. Y.
(See advertisements on pages 166, 169)

Airgard Mfg. Co., 362 W. Erie St., Chicago 10, Ill.
Airline Mfg. Co. of Connecticut, Warehouse Point, Conn.
Airline Yarn Products Co., Inc., Gastonia, N. C.
Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton 1, Ohio

AJUSTO EQUIPMENT CO., 2144 Madison Ave., Toledo, Ohio
(See advertisement on page 215)

Aladdin Industries, Inc., 703 Murfreesboro Rd., Nashville, Tenn.
Albemarle Paper Mfg. Co., Richmond, Va.
Albright, J. E., & Co., 833 Broadway, New York, N. Y.
Alexander Mfg. Co., Bloomington, Ill.
All American Leather Goods Co., 529 Milwaukee Ave., Chicago 22, Ill.
All Type Staple Co., 1600 Manhattan Ave., Union City, N. J.
Allegan Paper Products Co., Allegan, Mich.
Allen & Co. 13 Vandewater St., New York 7, N. Y.
Allen, R. C., Business Machines, Inc., 678 Front Ave., N.W., Grand Rapids 4, Mich.
Allen-Hunt Co., 187 N. Water St., Rochester, N. Y.

ALLIANCE RUBBER CO., 104 South St., Alliance, Ohio
(See advertisement on page 194)

Allied Carbon & Ribbon Mfg. Corp., 165 Duane St., New York 13, N. Y.
Allied Mercantile Co., 220 Broadway, New York 38, N. Y.

ALL-LUMINUM PRODUCTS, Reed St. 36th to 37th, Philadelphia 46, Pa.
(See advertisement on page 217)

All-Mark Stamp & Sales Co., 124 S. Chestnut St., Youngstown 1, Ohio
All-Purpose Metal Equipment Corp., 254 Mill St., Rochester 4, N. Y.
All-Rite Pen, Inc., 241 Hudson St., Hackensack, N. J.

ALL-STEEL EQUIPMENT INC., 44 Griffith Ave., Aurora, Ill.
(See advertisement on pages 88)

Alma Desk Co., High Point, N. C.
Almac Plastics, Inc., 230 Fifth Ave., New York 1, N. Y.
Alpine Mfg. Co., 753 Main St., Fitchburg, Mass.
Alteneder, Theo., & Sons, 1217 Spring Garden St., Philadelphia 23, Pa.
Aluminum Desk Accessories Co., Inc., 416 Frankfort Ave., Cleveland, Ohio
Aluminum Ladder Co., Worthington, Pa.

ALUMINUM SEATING CORP., 17 S. Cherry St., Akron 8, Ohio
(See advertisement on page 63)

Aluminum Venetian Blind Co., 7461 S. South Chicago Ave., Chicago, Ill.

AMBERG FILE & INDEX CO., Kankakee, Ill.
(See advertisement on page 132)

American Addressing Machine Corp., 510 Sixth Ave., New York 11, N. Y.
American Art Clay Co., 4717 W. 16th St., Indianapolis 24, Ind.
American Art Works, Coshocton, Ohio
American Automatic Typewriter Co., 614 N. Carpenter St., Chicago 22, Ill.
American Bank Equipment Co., 5408 Jefferson St., Philadelphia 31, Pa.
American Beauty Cover Co., 2002 N. Field St., Dallas 1, Tex.
American Binder Co., 230 Taaffe Place, Brooklyn 5, N. Y.
American Brass Co., Waterbury, Conn.
American Business Systems, 1229 Belmont Ave., Philadelphia 4, Pa.
American Cabinet Hardware Corp., Rockford, Ill.
American Carbon Paper Corp., 1313 W. Lake St., Chicago 7, Ill.
American Carbon Paper Mfg. Co., Ennis, Tex.
American Crayon Co., The, Sandusky, Ohio

AMERICAN DICTATING MACHINE CO., INC., 65 Madison Ave., New York 16, N. Y.
(See advertisement on page 94)

American Envelope Co., West Carrollton, Ohio
American Evatype Co., Deerfield, Ill.
American Expansion Bolt & Mfg. Co., 909 N. Spaulding Ave., Chicago, Ill.
American "falcon" Mfg. Corp., Auburn, Maine
American Fiber-Velope Mfg. Co., 231 N. 63rd St., Philadelphia 39, Pa.
American Fixture & Mfg. Co., 2300 Locust Blvd., St. Louis 3, Mo.
American Floor Products Co., 4922 Wisconsin Ave., N.W., Washington 16, D. C.
American Greetings, Inc., 1328 W. 78 St., Cleveland, Ohio

AMERICAN HAIR & FELT CO., Mdse. Mart, Chicago 54, Ill.
(See advertisement on page 178)

American Kleer-Vu Plastics, Inc., 57 Thames St., Brooklyn 37, N. Y.
American-LaFrance-Foamite Corp., 903 Erie St., Elmira, N. Y.
American Latex Products Corp., 3341 W. El Segundo Blvd., Hawthorne, Calif.
American Leather Mfg. Co., 250 Passaic St., Newark, N. J.
American Lithofold Corp., 500 Bittner St., St. Louis 15, Mo.
American Machine Works, Inc., 1320 Clark St., Racine, Wis.
American Manifold Products Corp., 2914 W. Medill St., Chicago 47, Ill.
American Mfg. Co., Noble and West Sts., Brooklyn, N. Y.

American Map Co., 16 E. 42nd St., New York, N. Y.
American Mat Corp., 1722 Adams St., Toledo 2, Ohio.
American Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8, N. Y.

AMERICAN PAD & PAPER CO., Holyoke, Mass.
(See advertisement on page 220)

American Paper Goods Co., Kensington, Conn.
American Paper Products Co., East Liverpool, Ohio
American Passbook Co., 1270 Ontario St., Cleveland, Ohio
American Pencil Co., 500 Willow Ave., Hoboken, N. J.
American Perforator Co., 625 W. Jackson Blvd., Chicago 6, Ill.
American Photo Laboratories, 28 N. Loomis St., Chicago 7, Ill.
American Photocopy Equipment Co., 2849 N. Clark St., Chicago 14, Ill.
American Plastic Mfg. Co., Inc., 2938 N. Halsted St., Chicago 14, Ill.

AMERICAN REGISTER CO., 564 E. First St., Boston 27, Mass.
(See advertisement on page 30)

American Ribbon & Carbon Co., Inc., 229 Mill St., Rochester 4, N. Y.
American Sales Book Co., Inc., Niagara Falls, N. Y.
American School Service Co., 1600 E. 30th St., Cleveland 14, Ohio

AMERICAN SEAL & STAMP CO., 32 S. Clark St., Chicago, Ill.
(See advertisement on page 203)

American Seating Co., Grand Rapids, Mich.
American Stamp Mfg. Co., 92 Fulton St., New York, N. Y.
American Standard Mfg. Co., 2509 S. Green St., Chicago 8, Ill.
American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo.
American Store Equipment and Construction Corp., 1657 Getty St., Muskegon 17, Mich.
American Tack Co., Inc., 175 Fifth Ave., New York 10, N. Y.
American Thermos Bottle Co., Norwich, Conn.
American Thermo-Ware Co., Inc., 12 Warren St., New York 7, N. Y.
American Trunk & Case Co., 811 W. Evergreen Ave., Chicago 22, Ill.
American Wall Safe Mfg. Co., Inc., 29 Pearl St., Worcester, Mass.
American Writing Ink Co., Inc., 15 Hathaway St., Boston 10, Mass.
American Writing Paper Corp., Holyoke, Mass.
Ameron Wallet & Leather Novelty Co., 91 Gold St., New York 7, N. Y.
Ames Bag Co., Inc., 1960 E. 66th St., Cleveland 3, Ohio
Ames Safety Envelope Co., 21 Vine St., Somerville, Mass.
Ames Supply Co., 564 W. Randolph St., Chicago 6, Ill.
Ameurope, Inc., 57 Newark Ave., Jersey City 2, N. J.
Amity Leather Products Co., West Bend, Wis.
Anchor Ruling Division, 2015 N. Hawthorne Rd., Melrose Park, Ill.
Ancram Paper Mills, The, 280 Madison Ave., New York 16, N. Y.
Anderson & Sons, Inc., Elm and Notre Dame Sts., Westfield, Mass.
Andrews, P. L., Corp., 1328 Broadway, New York, N. Y.
Andrews-Alderfer Co., Foam Div., 1169 Home Ave., Akron 10, Ohio
Angle Genesee Corp., 107 Norris Dr., Rochester 10, N. Y.
Angle Steel, Inc., Plainwell, Mich.

ANGLER'S PRODUCTS CO., 45-22 162nd St., Flushing 58, N. Y.
(See advertisements on pages 32, 186, 205)

Annike Sales & Equipment Co., 500 Fifth Ave., New York, N. Y.
Annin & Co., 85 Fifth Ave., New York, N. Y.
Ansty, Arch K, Co., 171 Second St., San Francisco 5, Calif.
Antiseptol Co., 5524 Northwest Highway, Chicago, Ill.
Apex Business Systems, 540 Pearl St., New York, N. Y.
Apex Mfg. Co., 311 W. Superior St., Chicago 10, Ill.
Apex Products Corp., 48 W. 22nd St., New York, N. Y.
Applegate Chemical Co., 5630 Harper Ave., Chicago 37, Ill.
Appleton-Century-Crofts, Inc., 35 W. 32nd St., New York 1, N. Y.
Appleton Coated Paper Co., Appleton, Wis.
Appliance Products Co., 2034 Jenifer St., Madison 4, Wis.
Applicator Co., 157 13th St., Brooklyn 15, N. Y.
Aqua Sportsman, Inc., 2518 Leslie Ave., Cincinnati 12, Ohio
Arabol Mfg. Co., 110 E. 42nd St., New York, N. Y.
Arch Pen Co., 123 W. Madison St., Chicago, Ill.
Archer Label Co., 97 W. Union St., Pasadena 1, Calif.
Arco Manifolding Co., 21 Rose St., New York 7, N. Y.
Ard Mfg. Co., Inc., 19 Vine St., Evansville, Ind.
Arel, Inc., 4916 Shaw St., St. Louis 10, Mo.
Argo Pen-Pencil Co., 220 Broadway, New York 38, N. Y.
Argus Mfg. Co., 1134 N. Kilbourn Ave., Chicago 51, Ill.
Ark-N-Sets, 100 Center St., Little Rock, Ark.
Arlington Seating Co., Arlington Heights, Ill.
Armstrong Cork Co., Lancaster, Pa.
Arnold, R. L., Pen Co., Inc., 142 E. Washington St., Petersburg, Va.
Arnot and Co., Inc., 922 Park Ave., Baltimore 1, Md.

ARROW FASTENER CO., INC., One Junius St., Brooklyn 12, N. Y.
(See advertisement on page 211)

Arrow Lamp Mfg. Co., Inc., 22 W. 19th St., New York 11, N. Y.
Arrow Paper Products Co., 96 Prince St., New York, N. Y.
Arrowball Corp., Ilion, N. Y.
Art Crayon Co., Inc., 5601 First Ave., Brooklyn, N. Y.
Art Emboss-Print Co., 1651 W. 46th St., Los Angeles 62, Calif.
Art In Bronze Foundry, 1621 E. 41st St., Cleveland, Ohio

ART METAL CONSTRUCTION CO., Jamestown, N. Y.
(See advertisement on page 91)

Art Metal Products Co., 3125 S. Kolin St., Chicago, Ill.
Art Novelty Mfg. Co., 1515 W. Cullerton St., Chicago 8, Ill.
Art Plastics Co., 212 W. Third St., Los Angeles 13, Calif.
Art Specialty Co., 3245 W. Lake St., Chicago 24, Ill.

ART STEEL SALES CORP., 170 W. 233rd St., New York 63, N. Y.
(See advertisements on pages 111, 112, 113, 114, 115, 116)

Artility Metal Products, Inc., Elkhart, Ind.
Artistic Desk Pad & Novelty Co., 721-731 E. 133rd St., New York 54, N. Y.
Artistic Lamp Mfg. Co., Inc., 395 Fourth Ave., New York 16, N. Y.
Artistic Reed & Willow Mfg. Co., 726 S. Desplaines St., Chicago 7, Ill.
Artkraft Mfg. Corp., Lima, Ohio
Artmor Plastics Corp., 1003 Oldtown Road, Cumberland, Md.
Ashtabula Hide & Leather Co., 3906 Main Ave., Ashtabula, Ohio
Asquith Associates, Inc., 1150 Broadway, New York 1, N. Y.
Associated Industrial Designers, 1248 E. Sixth St., Los Angeles 39, Calif.
Associated Services, P. O. Box 48, Carlinville, Ill.

ASSOCIATED STATIONERS SUPPLY CO., INC., 229 S. Jefferson St., Chicago 6, Ill.
(See advertisement on page 140)

Athol Mfg. Co., Athol, Mass.
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga.
Atlantic Brass Works, Inc., 2600 W. Addison St., Chicago, Ill.
Atlantic Furniture Products Co., Inc., 1330 S. Sharp St., Baltimore, Md.
Atlantic Register Co., 144 Moody St., Waltham 54, Mass.
Atlas Specialty Mfg. Co., 3255 S. Shields Ave., Chicago 16, Ill.
Atlas Sponge Co., 9 White St., New York, N. Y.
Atlas Stationery Corp., 57 W. 23rd St., New York, N. Y.

ATLAS STENCIL FILES CO., 1662 E. 118th St., Cleveland 6, Ohio
(See advertisements on pages 118, 122)

Atlas Tack Corp., Fairhaven, Mass.
Atlas Tag Co., Neenah, Wis.
Auburn Heights Mfg. Co., 2481 Leach Rd., Pontiac, Mich.
Auburn Mfg. Co., 10 Stack St., Middletown, Conn.
Aurora Steel Products Co., 153 Third St., Aurora, Ill.
Autocopy, Inc., 12150 S. Peoria St., Chicago 43, Ill.
Autographic Register Co., 215 Seventh St., Hoboken, N. J.
Automatic Coinwrapping Machine Corp., 37 E. 18th St., New York, N. Y.
Automatic File & Index Co., 549 W. Washington Blvd., Chicago, Ill.

AUTOMATIC PENCIL SHARPENER CO., 336 N. Foothill Rd., Beverly Hills, Calif.
(See advertisement on page 182)

Automobile Cover Corp., 3526 Hudson Blvd., Jersey City, N. J.
Automotive Stamping Co., 15396 Idaho Ave., Detroit 3, Mich.
Autopen Sales & Service Co., 1026 20th St., N. W., Washington, D. C.
Autopoint Co., 1801 Foster Ave., Chicago 40, Ill.
Avalon Products, Inc., 1330 E. 16th St., Los Angeles 21, Calif.
Avery Adhesive Label Corp., 1616 S. California Ave., Monrovia, Calif.
Avon Pen Products Co., Inc., 920 Broadway, New York, N. Y.
Ayres Corp., P. O. Box 1081, Wilmington, Calif.

B

BB Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
B-B Pen Co., Inc., 6245 Santa Monica Blvd., Hollywood 38, Calif.
B-T Co., Inc., 121 N. Broadway, Milwaukee 2, Wis.
Bache, Semon, & Co., 636 Greenwich St., New York 14, N. Y.
Baco Ribbon & Supply Co., 907 Leonard Dr., Webster Groves 19, Mo.
Badgaire, Inc., 2254 S. Kinnic Ave., Milwaukee, Wis.
Badger Paper Mills, Inc., Peshtigo, Wis.
Baer Strand Ledger & Binder Wholesale Co., 225 S. Third St., Minneapolis 1, Minn.
Baff Mfg. Co., North Arlington, N. J.
Bailie Basket Co., 827 Washington St., Boston, Mass.

BAINBRIDGE, KIMPTON & HAUPT, INC., 218 Greenwich St., New York 8, N. Y.
(See advertisement on page 27)

Bainbridge's, Chas. T., Sons, 20 Cumberland St., Brooklyn 1, N. Y.
Bakelite Corp., 30 E. 42nd St., New York, N. Y.
Baker Brush Co., Inc., 83 Grand St., New York, N. Y.
Baker Check Tray Co., 15½ E. Central Ave., Miami, Okla.
Ball Pen Co., 6235 Santa Monica Blvd., Hollywood, Calif.
Ballymore Co., 139 Pennsylvania Ave., Wayne, Pa.
Baltimore Dictating Machine Co., 817 E. 33rd St., Baltimore, Md.

Baltimore Salesbook Co., 3120 Frederick Ave., Baltimore 29, Md.
Bank Products Co., 3 Park Place, New York 7, N. Y.
Bank Vault Inspection Co., 1809 Callowhill St., Philadelphia 30, Pa.

BANKERS BOX CO., 720 S. Dearborn St., Chicago 5, Ill.
(See advertisements on pages 127, 129, 204)

BANKERS & MERCHANTS, INC., 3229 N. Sheffield Ave., Chicago 13, Ill.
See advertisement on page 195)

BANOV-BERNSLEY & CO., INC., 37 E. 21st St., New York 10, N. Y.
(See advertisement on page 79)

Barcalo Mfg. Co., 166 Chandler St., Buffalo 7, N. Y.
Bare, D. M., Paper Co., Roaring Spring, Pa.
Barkin Expanding Envelope Co., Inc., 62 Reade St., New York, N. Y.

BARKLEY, C. L. & CO., 1220 W. Van Buren St., Chicago 7, Ill.
(See advertisements on pages 130, 164)

Barlam, Wm., Rubber Stamp Mfg. Co., 396 E. Tremont Ave., Bronx 57, N. Y.
Barnard, Geo. D., Co., 3863 Laclede Ave., St. Louis 8, Mo.
Barnes, A. R., & Co., 8111 N. St. Louis St., Skokie, Ill.
Barrett Adding Machine Div., Lanston Monotype Machine Co., 24th at Locust St., Philadelphia 3, Pa.
Barrett Bindery Co., 1330 W. Monroe St., Chicago 7, Ill.
Barrett, C. E., & Co., 315 S. Peoria St., Chicago, Ill.
Barrett, P. L., 118 Brooke Ave., Norfolk, Va.
Barrett, Wm. L., Co., 30 School St., Bristol, Conn.
Barrett-Cravens Co., 4613 S. Western Ave., Chicago, Ill.
Bartlett Label Co., 2135 Portage St., Kalamazoo 29F, Mich.
Barwel Mfg. Co., Inc., 95 Commercial St., Brooklyn, N. Y.

BASSICK CO., 437 Howard Ave., Bridgeport 2, Conn.
(See advertisement on page 57)

Bastian Brothers Co., 1600 N. Clinton Ave., Rochester 1, N. Y.
Bates Accounting Forms Co., Inc., 33 W. 42nd St., New York 18, N. Y.
Bates Mfg. Co., Orange, N. J.
Baum, Russell Ernest, Inc., 615 Chestnut St., Philadelphia 6, Pa.
Bausch & Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bay West Paper Co., Green Bay, Wis.

BEACH PUBLISHING CO., 7338 Woodward Ave., Detroit 2, Mich.
(See advertisement on page 40)

Bearse Mfg. Co., 3815 Cortland St., Chicago, Ill.
Beaumont Co., Morgantown, W. Va.
Beck Duplicator Co., 18 W. 18th St., New York 11, N. Y.
Beckley-Cardy Co., 1632 Indiana Ave., Chicago 16, Ill.
Beekman Paper Co., Inc., 137 Varick St., New York 13, N. Y.
Beistle Co., Shippensburg, Pa.
Belber Trunk & Bag Co., Woodbury, N.J.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, Ohio
Belmar Mfg. Co., 16 Marble St., Canton, Pa.
Bemis Bros. Bag Co., 408 Pine St., St. Louis 2, Mo.
Benjamin Electric Mfg. Co., Northwest Highway, Desplaines, Ill.
Bennett Mfg. Co., Inc., 41 Mechanic St., Alden, N. Y.
Benner Leather Goods Co., 315 W. Wright St., Milwaukee, Wis.
Bentson Mfg. Co., Aurora, Ill.
Bentwood Products, Inc., 1555 S. 10th St., Louisville, Ky.

BERGER MFG. DIV., REPUBLIC STEEL CORP., 1038 Belden Ave., N.E., Canton 5, Ohio
(See advertisement on page 122)

Berkeley Industries, Empire State Bldg., New York 1, N. Y.
Berkey Leather Furniture Corp., 595 Broadway, New York 12, N. Y.
Berlin & Jones Co., Inc., 601 W. 26th St., New York, N. Y.
Berman, L. & Co., 1125 W. Eichel Ave., Evansville 7, Ind.
Bermat Products Corp., 74 Lafayette St., New York, N. Y.
Bermingham & Prosser Co., 128 S. Sangamon St., Chicago 7, Ill.
Berns Mfg. Corp., 3050 N. Rockwell St., Chicago 18, Ill.
Bert Mfg. Co., Irvington-on-Hudson, N. Y.
Best, Richard, Pencil Co., Springfield, N. J.
Better Packages, Inc., 255 Canal St., Shelton, Conn.
Bettercraft Co., 311 N. Desplaines St., Chicago 6, Ill.
Bickett, L. M., Co., Watertown, Wis.
Big Joe Mfg. Co., 184 N. Franklin St., Chicago, Ill.
Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.
Bildey Products Corp., 82 Duane St., New York 7, N. Y.
Biltwell Products Co., State Highway No. 29, Union, N. J.
Binney & Smith Co., 41 E. 42nd St., New York 17, N. Y.
Bircher Co., Inc., 192 Mill St., Rochester 4, N. Y.
Bird & Son., Inc., East Walpole, Mass.

BISON DISTRIBUTING CO., 1200 Hertel Ave., Buffalo 16, N. Y.
(See advertisement on page 41)

Bison Research Service, Buffalo, Minn.

BLACKBOURN SYSTEMS, INC., 230 S. Cedar Lake Rd., Minneapolis 5, Minn.
(See advertisement on page 39)

Blade Printing & Paper Co., 232 Superior St., Toledo 4, Ohio
Blair Aluminum Furniture Co., Marietta, Ga.
Blair, J. C., Co., Huntingdon, Pa.
Blair Veneer Co., North Troy, Vt.
Blaisdell Pencil Co., Bethayres, Pa.
Blake Industries, 16738 E. Warren St., Detroit 26, Mich.
Blanchard Bros. & Lane, 408 Frelinghusen Ave., Newark 5, N. J.
Blank, Arthur, & Co., Inc., 38 Causeway St., Boston 14, Mass.
Blue Robin Corp., 11 W. 42nd St., New York 18, N. Y.
Blue Star Leather Mfg. Corp., 55 W. 26th St., New York 10, N. Y.
Blumberg, Julius, Inc., 71 Broadway, New York 6, N. Y.
Boeckeler Instrument Co., P. O. Box 6155, Tucson, Ariz.
Bogen David Co., Inc., 29 9th Ave., New York, N. Y.
Bohn Duplicator Corp., 260 Fifth Ave., New York 1, N. Y.
Bolsey Corp. of America, 118 E. 25th St., New York 10, N. Y.
Bolta Products Sales Inc., 151 Canal St., Lawrence, Mass.
Bond Equipment Co., 6633 Enright Ave., St. Louis 5, Mo.
Bonnar-Vawter, Inc., 1717 E. 30th St., Cleveland 14, Ohio
Bonney-Vehslage Tool Co., 61 N. J. R. R. Ave., Newark 5, N. J.
Bookmaster Co., First National Bank Bldg., Miami, Okla.
Boomerang Chair Pad Co., 447 Brookes Ave., Passaic, N. J.

BOORUM & PEASE CO., 84 Hudson Ave., Brooklyn 1, N. Y.
(See advertisement on page 143)

Bordeaux Co., West Springfield, Mass.
Borg-Erickson Corp., 1133 N. Kilbourn Ave., Chicago 51, Ill.
Borroughs Mfg. Co., 3002 N. Burdick, Kalamazoo, Mich.
Bosca, Hugo, Co., Inc., Springfield 99, Ohio
Bostitch, Mechanic St., Westerly, R. I.
Boston Drinking Cup Co., 297 High St., Dedham 1, Mass.
Boston Envelope Co., 297 High St., Dedham 1, Mass.
Bostwick-Goodell Co., Norwalk, Ohio
Botts Mfg. Co., The, 79 Crosby St., New York 12, N. Y.
Bowman Specialty Co., 2710 Detroit Ave., Cleveland 13, Ohio
Boyce, A. E., Co., Muncie, Ind.
Boyle Leather Goods Co., Inc., 36 E. 31st St., New York 16, N. Y.

BRADLEY, MILTON, CO., 74 Park St., Springfield 2, Mass.
(See advertisement on page 227)

Bradner Smith & Co., 333 S. Desplaines St., Chicago 6, Ill.
Brandt Automatic Cashier Co., Watertown, Wis.
Brenner, Wm., Furniture Corp., 318 W. Third St., Cincinnati, Ohio
Brewster Mfg. Co., 2262 Bedford Ave., Brooklyn 26, N. Y.
Bridgeport Hardware Mfg. Corp., 100 Seaside Park, Bridgeport 5, Conn.
Bridgeport Pen Co., 237 John St., Bridgeport, Conn.

BRIGHT CHAIR CO., INC., 133 Bleecker St., New York 12, N. Y.
(See advertisement on page 146)

Brightwater Paper Co., Adams, Mass.

BRISTOL MFG. CO., 1670 Marrow St., Green Bay, Wis.
(See advertisement on page 43)

Bristol Paper Products, Inc., 25-25 Borden Ave., Long Island City 1, N. Y.
Bristow, Stanley R., 22 Central Ave., West Orange, N. J.
Brooklyn Mailing Device Co., 233 S. First St., Brooklyn 11, N. Y.
Brown, Arthur, & Bro., Inc., 2 W. 46th St., New York 19, N. Y.
Brown & Bigelow, 1286 University Ave., St. Paul, Minn.
Brown, L. L., Paper Co., Adams, Mass.
Brown Paper Goods Co., Libertyville, Ill.

BROWNE-MORSE CO., Muskegon, Mich.
(See advertisement on page 87)

Brownie Mfg. Co., 55 Frankfort St., New York, N. Y.
Brownville Paper Co., Brownville, N. Y.
Bruning, Charles, Co., Inc., 4754 Montrose Ave., Chicago 41, Ill.
Brush Development Co., 3405 Perkins Ave., Cleveland 14, Ohio

BRUSHMAKERS, INC., 529 S. Seventh St., Minneapolis, Minn.
(See advertisement on page 46)

BRUSH-PUNNETT CO., 547 West Ave., Rochester 11, N. Y.
(See advertisement on page 198)

Buchan Loose Leaf Records Co., Clifton Heights, Pa.
Buchsbaum, S., & Co., 1737 S. Michigan Ave., Chicago 16, Ill.
Buckens Mfg. Co., 134 Seymour St., Stratford, Conn.
Buckeye Ribbon & Carbon Co., 7209 St. Clair Ave., Cleveland, Ohio
Buckstaff Co., Oshkosh, Wis.

BUD TYPE CLEANER, INC., 100 W. 25th St., Baltimore, Md.
(See advertisement on page 228)

Budlew Products Co., 20 E. Jackson Blvd., Chicago 4, Ill.
Buhl Optical Co., 1009 Beech Ave., Pittsburgh 12, Pa.
Bulman, E. O., Mfg. Co., Inc., 1719 Elizabeth St., N.W., Grand Rapids, Mich.
Bunn, B. H., Co., 7605 S. Vincennes Ave., Chicago, Ill.
Burgess Fastening Co., 1220 W. Ninth St., Cleveland 13, Ohio
Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.
Burkhardt Co., 545 W. Larned St., Detroit 26, Mich.
Burlington Venetian Blind Co., Burlington, Vt.
Burlington Willow Ware Shop, Burlington, Iowa
Burns Mfg. Co., 1605 Central Ave., Far Rockaway, N. Y.
Burroughs Adding Machine Co., 6071 Second Ave., Detroit 32, Mich.
Burton Paper Products Corp., 162 Crosby St., New York 12, N. Y.
Bushnell, Alvah, Co., 925 Filbert St., Philadelphia 7, Pa.
Business Efficiency Aids, 7916 Lincoln Ave., Skokie, Ill.
Business Machine Products, Inc., 96 Liberty St., New York 6, N. Y.
Business Systems Corp., 100 Sixth Ave., New York, N. Y.
Buxton, Inc., 93 Orleans St., Springfield, Mass.
Buzza-Cardozo, Inc., 127 N. San Vincente Blvd., Los Angeles, Calif.

C

C & H Supply Co., Metal-Cal Div., Boeing Field, Seattle, Wash.
Cabot's Promotional Aids, Inc., 411 S. Sangamon St., Chicago, Ill.
Cadie Chemical Products, Inc., 549 W. 132nd St., New York, N. Y.
Cadillac Office Equipment, 4545 W. Lake St., Chicago, Ill.
Calculagraph Co., Harrison, N. J.
Calculator Equipment Corp., Orange, N. J.
Calvert Lithographing Co., 2100 W. Grand River Ave., Detroit 1, Mich.
Cameron Mfg. Co., 1615 Bryan St., Dallas 1, Tex.
Campbell Box & Tag Co., 903 S. Main St., South Bend, Ind.
Camporese Cabinet Co., 2425 45th St., Astoria, L. I., N. Y.
Canton Glass Co., Inc., Marion, Ind.
Canvas & Leather Novelty Co., 303 Fifth Ave., New York, N. Y.
Canvas Products Corp., 19 E. McWilliams St., Fond du Lac, Wis.
Carbon Paper Pac Co., 210 S. Clinton St., Chicago 6, Ill.
Carbonized Paper Co., 1000 21st St., Lincoln 1, Nebr.
Cardinal Products, Inc., New Philadelphia, Ohio
Cardinal Sales, Inc., 5631 W. Madison St., Chicago 44, Ill.
Cardinell Corp., 15 Label St., Montclair, N. J.
Cardmaster Co., 1920 W. Sunnyside Ave., Chicago 40, Ill.
Carlton Brief Case Corp., 736 Broadway, New York 3, N. Y.
Carlton-Surrey, Inc., 11 Commerce St., S.W., Grand Rapids, Mich.
Carondelet Mfg. Co., 5826 S. Broadway, St. Louis, Mo.
Carpenter Paper Co., Ninth and Harney Sts., Omaha, Nebr.
Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.
Carroll, J. B., Co., 319 N. Albany Ave., Chicago, Ill.
Carter's Ink Co., 239 First St., Cambridge 42, Mass.
Case Bros., Inc., P.O. Box 831, Highland Park, Manchester, Conn.
Case & Risley Press Paper Co., Oneco, Conn.
Case, W. R., & Son, Bradford, Pa.
Casto & Harris, Inc., Spencer, W. Va.
Cellulose & Paper Converting Co., Inc., 1627 N. American St., Philadelphia 22, Pa.

CEL-U-DEX CORP., 1 Main St., Brooklyn 1, N. Y.
(See advertisement on page 165)

CENTRAL CAN CO., INC., 2417 W. 19th St., Chicago, Ill.
(See advertisement on page 42)

Central Desk Mfg. Co., 454 N. Armour St., Chicago 22, Ill.
Central Paper Co., Menasha, Wis.
Central Tablet Mfg. Co., 414 Centab Dr., Columbus 3, Ohio
Chaffee Distributing Co., 1410 Grand Ave., Kansas City 6, Mo.
Challenge Machinery Co., Grand Haven, Mich.
Challenger, Inc., P. O. Box 67, New Haven, Mich.
Challenger Steel Products Corp., 350 Morgan Ave., Brooklyn 11, N. Y.
Champion, Iden Charles, Co., 4625 W. Wells St., Milwaukee 13, Wis.
Champion Paper & Fibre Co., 601 N. "B" St., Hamilton, Ohio
Chandler & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio
Chaney Mfg. Co., 1200 Pleasant St., Springfield, Ohio
Changepoint, Inc., 544 S. Rockford St., Tulsa 10, Okla.
Chardon Rubber Co., Chardon, Ohio
Charm Products Mfg. Corp., 225 Lafayette St., New York 12, N. Y.
Chart-Pak, Inc., 104 Lincoln Ave., Stamford, Conn.
Charvoz-Roos Corp., 185 Hackensack St., East Rutherford, N. J.
Chatillon, John, & Sons, 85 Cliff St., New York 7, N. Y.
Check Writer Co., Inc., 536 Broadway, New York 12, N. Y.
Chicago Binder & File Co., 720 S. Dearborn St., Chicago 5, Ill.

CHICAGO CARD HOLDER CO., 732 N. Morgan St., Chicago 26, Ill.
(See advertisement on page 168)

Chicago Cardboard Co., 1240 N. Homan Ave., Chicago, Ill.

CHICAGO DESK PAD CO., INC., 9 N. Jefferson St., Chicago 6, Ill.
(See advertisements on pages 76, 82)

Chicago Dictating Machine Co., 28 S. Wells St., Chicago 6, Ill.
Chicago Gum Tape Co., 855 W. Adams St., Chicago, Ill.
Chicago Lock Co., 2026 N. Racine Ave., Chicago, Ill.
Chicago Metallic Mfg. Co., 3711 S. Ashland Ave., Chicago 9, Ill.
Chicago Printed String Co., 2320 W. Logan Blvd., Chicago, Ill.
Chicago Saddlery Co., 105 S. Jefferson St., Chicago 6, Ill.
Chicago Specialties Mfg. Co., 2634 N. Laramie Ave., Chicago 39, Ill.
Chicago Thrift-Etching Corp., 1555 N. Sheffield Ave., Chicago, Ill.
Chicago Watchclock Div., Great Lakes Industries, Inc., 1526 S. Wabash Ave., Chicago 5, Ill.
Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio
Cin-Made Corp., Third and Eggleston Aves., Cincinnati 2, Ohio
City Display, Inc., 842 Sixth Ave., New York 1, N. Y.
Clarin Mfg. Co., 4640 W. Harrison St., Chicago 44, Ill.
Clark, Keith, Inc., 130 W. 42nd St., New York, N. Y.
Clark, R. K., Co., Inc., 3219 Penn Ave., N., Minneapolis, Minn.
Clark, R. W., Mfg. Co., 5137 Lincoln Ave., Chicago 25, Ill.
Clark, W. L., Co., Inc., 56 Lafayette St., New York, N. Y.
Clarotype Co., Inc., 261 Broadway, New York 7, N. Y.
Clary Multiplier Corp., San Gabriel, Calif.
Clearprint Paper Co., 1482 67th St., Emeryville, Calif.
Cleevelandt Corp., 2 W. 46th St., New York 19, N. Y.
Clemco Desk Mfg. Co., Bloomfield, Ind.
Cleveland Container Corp., 6201 Barberton Ave., Cleveland 2, Ohio
Cleveland Leather Goods Co., 28 Noble Court, N.W., Cleveland, Ohio
Clyne Mfg. Co., 3207 Harrison St., Cincinnati, Ohio
Coast Book Cover Co., 810 E. Third St., Los Angeles 54, Calif.
Codex Book Co., Inc., Norwood, Mass.
Codo Mfg. Corp., Coraopolis, Pa.
Coinometer Corp., 1223-7 S. Wabash Ave., Chicago 5, Ill.
Cole, H., Co., 82 N. High St., Columbus, Ohio
Cole, M. T., Co., 5522 S. Everett Ave., Chicago 37, Ill.

COLE STEEL EQUIPMENT CO., INC., 285 Madison Ave., New York 17, N. Y.
(See advertisements on pages 123, 124, 125, 126)

Collier Mfg. Corp., 430 W. Grant Place, Chicago 10, Ill.
Collier-Keyworth Co., Gardner, Mass.
Collins-Benton Co., Inc., 200 Washington St., Hoboken, N. J.
Collins, J. J., Sons, 1315 W. Congress St., Chicago, Ill.
Collins & Williams Co., Inc., Willimantic, Conn.
Colonial Carbon Co., 5150 Church St., Skokie, Ill.
Colonial Co., 1607 McDonald Ave., Brooklyn 30, N. Y.
Colonial-Premier Co., 466 W. Superior St., Chicago 10, Ill.
Colson Corp., Elyria, Ohio
Colson, U. O., Co., Paris, Ill.
Columbia Chemical Co., Inc., 154 E. Erie St., Chicago, Ill.
Columbia Pencil Co., Inc., New Hyde Park, L. I., N. Y.

COLUMBIA RIBBON & CARBON MFG. CO., INC., 136 Herb Hill Rd., Glen Cove, L. I., N. Y.
(See advertisements on pages 53, 193)

COLUMBIA STEEL EQUIPMENT CO., Lincoln-Liberty Bldg., Philadelphia 7, Pa.
(See advertisement on page 93)

Columbia Walescraft, Ltd., 50 W. 17th St., New York, N. Y.
Columbia Wiping Cloth Co., 1720 Wabash Ave., Kansas City 1, Mo.

COLUMBIAN ART WORKS, INC., 2300 W. Cornell St., Milwaukee 9, Wis.
(See advertisement inside front cover)

Columbian Rope Co., Auburn, N. Y.
Columbus Show Case Co., 850 W. Fifth St., Columbus, Ohio
Combined Industries, Inc., 33-01 Far Rockaway Blvd., Edgemere 91, N. Y.
Comfort Cushion Co., Inc., 11 Commercial St., Malden 48, Mass.
Comfort Lines, Inc., 1735 W. Diversey Blvd., Chicago, Ill.
Commercial Card System Co., 135 W. Grand St., New York 13, N. Y.
Commercial Controls Corp., 1 Leighton Ave., Rochester 2, N. Y.
Commercial Paper Co., 523 Cherry St., Philadelphia 6, Pa.
Commercial Paste Co., 504 Buttles Ave., Columbus 8, Ohio
Commonwealth Publishing Co., 542 S. Dearborn St., Chicago 5, Ill.
Commonwealth Steel Products Corp., 1112 E. Cary St., Richmond, Va.
Compass Instrument & Optical Co., 268 Fourth Ave., New York 10, N. Y.
Compco Corp., 2251 W. St. Paul Ave., Chicago 47, Ill.
Comprehensive Fabrics, Inc., 350 Fifth Ave., New York, N. Y.
Compton, W. H., Shear Co., 314 Camden St., Newark, N. J.
Concord Pen Co., 41 Great Jones St., New York, N. Y.
Congoleum-Nairn, Inc., Kearny, N. J.
Congress Chair Co., Inc., 26 Tiffany Pl., Brooklyn, N. Y.
Conklin Pen Co., 900 N. Franklin St., Chicago, Ill.
Connecticut Telephone and Electric Corp., Meriden, Conn.
Conolly, Henry, Co., 228 South Ave., Rochester 4, N. Y.

CONSOLIDATED BUSINESS SYSTEMS, INC., 30 Vesey St., New York 7, N. Y.
(See advertisement on page 139)

Consolidated Loose Leaf, Inc., 536 Pearl St., New York 7, N. Y.

CONSOLIDATED RIBBON & CARBON CO., 2900 W. Medill Ave., Chicago 47, Ill.
(See advertisement on page 52)

W. Medill Ave., Chicago 47, Ill.
Consolidated Stamp Mfg. Co., Inc., 44 Warren St., New York 7, N. Y.
Continental Bank-Supply Co., Mexico, Mo.
Continental Decalcomania Co., Sparta, Mich.
Continental Felt Co., 22 W. 15th St., New York 11, N. Y.
Continental Fixtures Co., 1104 W. Main St., Oklahoma City, Okla.
Continental Ink Co., 3144 S. Austin Blvd., Cicero 50, Ill.
Continental Mfg. Co., Inc., 706 Sixth Ave., New York 10, N. Y.
Continental Ribbon & Carbon Co., 2704 Polk Ave., Houston 3, Tex.
Convoy, Inc., 3480 Navarre Rd., S.W., Canton 6, Ohio
Cook Chairs, Inc., 55 Howland St., Marlborough, Mass.
Cook, H. C., Co., 14 Beaver St., Ansonia, Conn.

COOKE & COBB CO., 122 E. 23rd St., New York 10, N. Y.
(See advertisement on page 137)

Cooke Time Stamp Co., 1111 Farnam St., Omaha, Nebr.
Cooks', Inc., 780 Wright Ave., Camden, N. J.
Coppage Printing & Loose Leaf Co., Inc., 441 Pearl St., New York 7, N. Y.
Copy Papers Sales & Service Agency, Inc., 700 W. Lake St., Chicago 6, Ill.
Copy-Plus, Inc., 2817 W. Carmen Ave., Milwaukee 9, Wis.

Copy Right Mfg. Corp., 53 Park Place, New York 7, N. Y.
Corbin Cabinet Lock Div., Orchard and Park Sts., New Britain, Conn.
Cordley & Hayes, 443 Fourth Ave., New York 16, N. Y.

CORRY-JAMESTOWN MFG. CORP., Corry, Pa.
(See advertisement on page 119)

COTTERMAN, I. D., 4535 N. Ravenswood Ave., Chicago 40, Ill.
(See advertisement on page 170)

Cottrell-Clarke, Inc., 130 Duffield St., Detroit 1, Mich.
Couch, S. H., Co., Inc., North Quincy, Mass.
Cowan Mfg. Co., P. O. Box 3016, San Francisco, Calif.
Cowhig Industries, 899 Boyleston St., Boston, Mass.
Coxhead, Ralph C., Corp., 720 Frelinghuysen Ave., Newark 5, N. J.
Craftint Mfg. Co., 1615 Collamer Ave., Cleveland 10, Ohio
Cram, George F., Co., Inc., 720 E. Washington St., Indianapolis 7, Ind.
Cramer Posture Chair Co., Inc., 1205 Charlotte St., Kansas City 6, Mo.
Cramer Safe & Office Equipment Co., 1417 McGee St., Kansas City 6, Mo.
Crawford Metal Craftsmen, Inc., Galion, Ohio
Crescent Industries, Inc., 5900 W. Touhy Ave., Chicago, Ill.
Crescent Mfg. Co., 1104 Tenth St., Rockford, Ill.
Crescent Products Co., 315 N. 14th St., Terre Haute, Ind.
Crocker-McElwain Co., Holyoke, Mass.
Crofoot, Nielsen & Co., 205 W. Wacker Dr., Chicago, Ill.
Croname, Inc., 3701 N. Ravenswood Ave., Chicago, Ill.
Cronstroms Mfg. Co., 4225 Hiawatha Ave., Minneapolis 6, Minn.
Cross, A. T., Pencil Co., 53 Warren St., Providence, R. I.
Cross Mark Co., 1926 Broadway, New York, N. Y.
Crown Products Co., 666 Lake Shore Drive, Chicago 11, Ill.
Crown Zellerbach Corp., 343 Sansome St., San Francisco, Calif.
Cruver Mfg. Co., 2456 W. Jackson Blvd., Chicago, Ill.
Crystal Copy Corp., 23 W. 23rd St., New York 10, N. Y.
Crystal Fixture Co., 226 S. Wabash Ave., Chicago, Ill.
C-Thru Ruler Co., 327 Windsor St., Hartford, Conn.
Cummins-Chicago Corp., 4740 N. Ravenswood Ave., Chicago, Ill.
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis, Mo.
Curran Corp., 100 S. Canal St., Lawrence, Mass.
Currier Mfg. Co., 2448 W. Larpenteur Ave. St. Paul 8, Minn.
Curta Calculator Co., 3851 W. Madison St., Chicago 24, Ill.

CUSHMAN & DENISON MFG. CO., 153 W. 23rd St., New York 11, N. Y.
(See advertisement on page 45)

D

DACO CARD & INDEX CO., 301 Congress St., Boston 10, Mass.
(See advertisement on page 136)

Dahlke Staty. & Mfg. Co., 327 Washington St., Buffalo, N. Y.
Dale Office Furniture Mfrs., 61 W. Hubbard St., Chicago 10, Ill.
Dalton, Wm. J., Advertising, 431 Merrill Ave., Park Ridge, Ill.
Dancyger Mfg. Co., 4707 Detroit Ave., Cleveland 2, Ohio
Dandy Storage File Co., 1111 First St., Wausau, Wis.
Dansen Co., P. O. Box 424, St. Cloud, Minn.
Darnell Corp., Ltd., Downey, (Los Angeles County), Calif.
Dartnell Corp., 4660 Ravenswood Ave., Chicago 40, Ill.
Dash Metal Products Co., 260 47th St., Brooklyn, N. Y.
Dashew Business Machines, Inc., 847 N. La Cienega Blvd., Los Angeles, Calif.

DAVENPORT, A. C., & SON, INC., 311 N. Desplaines St., Chicago 6, Ill.
(See advertisement on page 46)

Davids, Thaddeus, Ink Co., Inc., 325 W. 66th St., New York 23, N. Y.
Davids, W. I., & Co., 277 Water St., New York 7, N. Y.
Davidson Corp., 1020 W. Adams St., Chicago 7, Ill.
Davis Metal Fixture Co., Brook and Davis Sts., Lansing, Mich.
Davol Rubber Co., Point and Eddy Sts., Providence, R. I.
Day-Brite Lighting, Inc., 5411 Bulwer Ave., St. Louis 7, Mo.
Dayton Electric Mfg. Co., 748 W. Adams St., Chicago 6, Ill.
Dayton Stencil Works Co., 113 E. Second St., Dayton 2, Ohio
Dayton Typewriter Co., 419 Wayne Ave., Dayton 10, Ohio
Dazor Mfg. Co., 4483 Duncan Ave., St. Louis 10, Mo.
De Luxe Metal Furniture Co., Warren, Pa.
Dean Mfg. Corp., 2888 S. Archer Ave., Chicago, Ill.
Decatur Industries, Inc., Decatur, Ind.
Decker, Isaac C., Inc., Montgomery, Pa.
Decker Metal Products, Inc., 389 Atlantic Ave., Brooklyn 2, N. Y.
Defiance Calendar & Stationery Co., 72 Spring St., New York 12, N. Y.
Dehler Mfg. Co., 666 N. Green St., Chicago, Ill.
Delbridge Calculating Systems, Inc., 2510 Sutton Ave., St. Louis 17, Mo.
DeLong Hook & Eye Co., Clearfield & 21st Sts., Philadelphia 32, Pa.
Delta Brush Mfg. Corp., 119 Bleecker St., New York 12, N. Y.
Delta Envelope Co., 1166 Terminal St., Memphis, Tenn.
Demco Library Supplies, P.O. Box 1070, Madison 3, Wis.
DeMoulin Bros. & Co., 1018 S. 4th St., Greenville, Ill.
Denney Tag Co., West Chester, Pa.

DENNISON MFG. CO., Framingham, Mass.
(See advertisement on page 221)

Dennison & Sons, 35-37 36th St., Long Island City 1, N. Y.
Denominator Co., Inc., 261 Broadway, New York 7, N. Y.
Denoyer-Geppert Co., 5235 Ravenswood Ave., Chicago 40, Ill.
Dependable Mfg. Co., P. O. Box 1121, Omaha, Nebr.
Derby Sealers, Inc., 100 Seymour Ave., Derby, Conn.
De Saussure Equipment Co., 221 62nd St., West New York, N. J.
Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y.
Detex Watchclock Corp., 76 Varick St., New York 13, N. Y.
Develco Products, 32 Wall St., Norwalk, Conn.
Devoe & Raynolds Co., Inc., 44th St. and First Ave., New York, N. Y.
Dex Trimmer, 117 Pepper Dr., Los Altos, Calif.
Diagraph-Bradley Industries, Inc., P. O. Box 247, Herrin, Ill.
Diamond Ink & Adhesives Co., 216 S. Second St., Milwaukee, Wis.
Diamond Match Co., 155 E. 44th St., New York, N. Y.
Diamond Point Pen Co., Inc., 236 Fifth Ave., New York 1, N. Y.
Dick, A. B., Co., 5700 Touhy Ave., Chicago 31, Ill.
Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y.
Dictex Corp., 221 N. LaSalle St., Chicago 1, Ill.
Dictograph Products, Inc., 95-25 149th St., Jamaica, L. I., N. Y.
Diebold, Inc., Canton 2, Ohio
Diehl Mfg. Co., 1100 Finderne Ave., Somerville, N. J.
Diemer, John F., Co., 120 Liberty St., New York, N.Y.
Dietzgen, Eugene, Co., 2425 N. Sheffield Ave., Chicago 14, Ill.
Ditto, Inc., 2243 W. Harrison St., Chicago 12, Ill.
Diversey Machine Works, 1534 W. Van Buren St., Chicago 7, Ill.
Dixie Chrome Products Div., Southern Consolidated Mfg. Corp., 711 E. First St., Irving, Texas
Dixie Cup Co., 24th St. and Dixie Ave., Easton, Pa.

DIXON, JOSEPH, CRUCIBLE CO., 167 Wayne Ave., Jersey City 3, N. J.
(See advertisement on page 185)

Dixon Research, Inc., Rockford, Ill.
Dobeckmun Co., 3301 Monroe Ave., Cleveland, Ohio
Doehler Metal Furniture Co., Inc., 192 Lexington Ave., New York 16, N. Y.

DOLIN METAL PRODUCTS, INC., 315 Lexington Ave., Brooklyn 16, N. Y.
(See advertisement on page 107)

DOME PUBLISHING CO., INC., 30-36 Smith St., Providence 3, R. I.
(See advertisement on page 37)

Domore Chair Co., Inc., Elkhart, Ind.
Donie Chair and Mfg. Co., Inc., P. O. Box 235, Grapevine, Texas

DOPPELT, CHARLES, & CO., 2024 S. Wabash Ave., Chicago 14, Ill.
(See advertisement on page 44)

Doppelt, M. A., 1832 S. Canalport Ave., Chicago 16, Ill.
Dorchester Pottery Works, 101 Victory Road, Boston, Mass.
Doringer Co., The, 24 W. 30th St., New York 1, N. Y.
Dorman, J. F. W., Co., 526 N. Calvert St., Baltimore 3, Md.

DORO MFG. CO., 220 W. Institute Pl., Chicago 10, Ill.
(See advertisement on page 92)

Dorset Steel Equipment Co., 2514 W. Dauphin St., Philadelphia 32, Pa.
Dorson Time Instruments Co., 605 W. Washington Blvd., Chicago, Ill.
Doten-Dunton Desk Co., 210 Broadway, Cambridge 39, Mass.
Douglas Mfg. Corp., P. O. Box 150, Crete, Nebr.

DOWNEY, C. L., CO., Hannibal, Mo.
(See advertisement on page 72)

Dowst Bindery & Loose Leaf Co., 910 W. Van Buren St., Chicago 7, Ill.
Dr. Scat Chemical Co., 11 S. Sangamon St., Chicago 7, Ill.
Dray Mfg. Co., 4961 E. 52nd Place, Los Angeles 22, Calif.
Dredge, A., Ruling Pen Co., 105 Johnson Ave., Hackensack, N. J.
Dresner, S., & Son, Inc., 512 S. Peoria St., Chicago 7, Ill.
Dreyfuss, H., & Co., 281 Fourth Ave., New York, N. Y.
Dri-Flo Mfg. Co., 642 E. Ten Mile Rd., Hazel Park, Mich.
Driwood Corp., 33 Rector St., New York, N. Y.
Drueding Bros. Co., Fifth & Master Sts., Philadelphia, Pa.
Dry-Tab Package Sealer Co., Inc., 4614 Prospect Ave., Cleveland 3, Ohio
Dukane Corp., St. Charles, Ill.
Dunham-Watson Co., 900 S. Clinton St., Chicago, Ill.
Dunleavy Co., Waltham, Mass.
Dunn Sulphite Paper Co., Port Huron, Mich.
Duophoto Corp., 28 W. 25th St., New York 10, N. Y.
Du Pont, E. I., de Nemours & Co., Wilmington 98, Del.
Duplex Book Stand Co., P. O. Box 783 Martinsville, Va.
Duplex Pen & Pencil Co., 61 Warren St., New York, N. Y.
Duplicate Receipt Book Co., Box 842, Birmingham 1, Ala.
Duplicating Papers, Inc., 133 W. 19th St., New York 11, N. Y.

Duplicator Paper Co., 224 N. Desplaines St., Chicago 6, Ill.
Duplicopy Co., 224 W. Illinois St., Chicago, Ill.
Dupli-Typer Co., 460 Fourth Ave., New York 16, N. Y.
DuQuaine, A. J., Mfg. Co., 9406 S. Pleasant Ave., Chicago, Ill.
Dura-Clip Co., Inc., 3932 Frankfort Ave., Louisville 7, Ky.
Duradex, Inc., 202 Tillary St., Brooklyn, N. Y.
Durant Mfg. Co., 1925 N. Buffum St., Milwaukee 1, Wis.
Durham Mfg. Co., Durham, Conn.
Durham Mfg. Corp., Muncie, Ind.

DURO DECAL CO., INC., 1832 Juneway Terrace, Chicago 26, Ill.
(See advertisement on page 77)

Dur-O-Lite Pencil Co., 1401 N. 25th St., Melrose Park, Ill.
Dykema Co., The, 430 N. Craig St., Pittsburgh 13, Pa.

E

E-Z Sort Systems, Ltd., 45 Second St., San Francisco 5, Calif.
Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza, S., Long Island City, N. Y.
Eagle Lock Co., Terryville, Conn.
Eagle Pencil Co., 703 E. 13th St., New York 9, N. Y.
Eagle-Ottawa Leather Co., Grand Haven, Mich.
East Coast Paper Products Corp., 90 Butler St., Brooklyn, N. Y.
Eastern Bag Mfg. Corp., 129 W. 20th St., New York 11, N. Y.
Eastern Corp., Bangor, Me.
Eastern Metal Spinning Co., 617 62nd St., Brooklyn 20, N. Y.
Eastern Specialties Co., Inc., Holyoke, Mass.
Eastern Tablet Corp., 1315 Broadway, Albany 1, N. Y.
Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

EATON PAPER CORP., 75 S. Church St., Pittsfield, Mass.
(See advertisement on page 180)

Ebco Mfg. Co., 401 W. Town St., Columbus 8, Ohio
Econo-Pak Register Co., 1337 E. 27th St., Kansas City 8, Mo.
Edgewater Mfg. Co., Inc., 116-118 Raymond St., Hasbrouck Heights, N. J.
Edison, Thomas A., Inc., West Orange, N. J.

EDMAR, INC., 309 S. Farwell St., Eau Claire, Wis.
(See advertisement on page 195)

Edroy Products Co., 480 Lexington Ave., New York 17, N. Y.
Educational Exhibition Co., 26 Custom House St., Providence 3, R. I.
Edwards, O. M., Co., Inc., 1940 Stephenson St., Syracuse, N. Y.
Egry Register Co., 429 E. Monument Ave., Dayton 2, Ohio
Ehlbert Products, 230 W. Superior St., Chicago 10, Ill.
Elcor, Inc., 1501 W. Congress St., Chicago 7, Ill.
Elam-Elkhart Staty. Co., Allegan, Mich.

ELBE FILE & BINDER CO., INC., 649 Alden St., Fall River, Mass.
(See advertisement on page 31)

Electric Service Mfg. Co., 17th & Cambria Sts., Philadelphia 32, Pa.
Electro Engineering & Mfg. Co., 627 W. Alexandrine, Detroit, Mich.
Electronic Secretary Distributors, Inc., 407 E. Michigan St., Milwaukee, Wis.

ELLINGSWORTH MFG. CO., 200 S. Peoria St., Chicago 7, Ill.
(See advertisement on page 75)

Elliott Addressing Machine Co., 143 Albany St., Cambridge, Mass.
Elliott, B. K., Co., 126 Sixth St., Pittsburgh 22, Pa.
Ellis, H. R., Co., 1318 Josephine St., Berkeley 3, Calif.
Elward Mfg. Co., 557 Paw Paw Ave., Benton Harbor, Mich.
Embosograf Corp. of America, 38 W. 21st St., New York 10, N. Y.
Emeco Corp., Hanover, Pa.
Emeloid Co., Inc., 1241 Central Ave., Hillside 5, N. J.
Emeralite Co., Inc., 40 Warren St., New York 7, N. Y.
Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis 21, Mo.
Emery Book Co., 232 Sussex Ave., Newark, N. J.
Empire Development Corp., 15 Park Row, New York 38, N. Y.
Empire Paper Co., 725 S. Wells St., Chicago 7, Ill.
Empire Safe Co., Inc., 245 Canal St., New York, N. Y.
Emrick, Inc., 1724 Clinton Ave., Kalamazoo, Mich.
Engel Art Corners Mfg. Co., 4711 N. Clark St., Chicago, Ill.
Enger-Kress Co., West Bend, Wis.
Engineering Instruments, Inc., Peru, Ind.

ENGINEERING MFG. CO., 615 N. Commerce St., Sheboygan, Wis.
(See advertisement on page 95)

Ennis Tag & Salesbook Co., Ennis, Tex.
Equipto Div., Aurora Equipment Co., Aurora, Ill.
Equitable Paper Bag Co., Inc., 45 Van Dam Ave., Long Island City, N. Y.

ERASER CO., INC., 104 S. State St., Syracuse 2, N. Y.
(See advertisement on page 103)

Erco Mfg. Co., 2368 N. Elston Ave., Chicago 14, Ill.

ERIE ART METAL CO., INC., 18th and Schaal Ave., Erie, Pa.
(See advertisement on page 231)

Ersco, 1930 Patterson Ave., Bronx 61, N. Y.
Esleeck Mfg. Co., Turners Falls, Mass.
Essex Corp., Charlottesville, Va.
Esterbrook Pen Co., Camden, N. J.
Etching Co. of America, 1555 N. Sheffield Ave., Chicago, Ill.
Eurasian Commerce, Inc., 2880 Nostrand Ave., Brooklyn 10, N. Y.
Eureka Blank Book Co., Holyoke, Mass.
Eureka Blotter Bath Co., 12350 S. 83rd Ave., Palos Park, Ill.
Eureka Specialty Printing Co., 531 Electric St., Scranton 9, Pa.
Evans Case Co., North Attleboro, Mass.
Evans Specialty Co., Inc., 407 N. Munford St., Richmond 20, Va.

EVER READY CALENDAR MFG. CO., 160 Maple St., Jersey City 3, N. J.
(See advertisement on page 51)

Ever-Ready Electric Supply Co., 1214 W. Madison St., Chicago, Ill.
Ever Ready Label Corp., 357 Cortlandt St., Belleville 9, N. J.
Everhot Mfg. Co., Maywood, Ill.
Everlast Pen Corp., 644 Broadway, New York, N. Y.
Eversharp, Inc., 1800 W. Roscoe St., Chicago, Ill.
Exact Weight Scale Co., 944 W. Fifth Ave., Columbus 12, Ohio
Excellent Cabinet Works Co., 415 Withers St., Brooklyn 22, N. Y.
Executive Furniture, Inc., 911 S. Walker St., Oklahoma City 1, Okla.
Executone, Inc., 415 Lexington Ave., New York 17, N .Y.
Exline, William, Inc., 1270 Ontario St., Cleveland 13, Ohio
Eyelet Tool Co., 99 W. Fourth St., Boston, Mass.
Eyer & Co., 521 Fifth Ave., New York, N. Y.

EZYINDEX PRODUCTS CO., Div., Associated Cellulose Products Corp., 153-13 Northern Blvd., Flushing 54, N. Y.
(See advertisement on page 164)

F

Faber, A. W.-Castell Pencil Co., Inc., 41 Dickerson Ave., Newark 4, N. J.
Faber, Eberhard, Pencil Co., 37 Greenpoint Ave., Brooklyn 22, N. Y.
Facit, Inc., 500 Fifth Ave., New York, N. Y.
Fairchild Aerial Surveys, Inc., 21-21 41st Ave., Long Island City, N. Y.
Fairgate Co., 177 Pacific St., Brooklyn 2, N. Y.
Falconer Plate Glass Corp., Falconer, N. Y.

FARBER, LOUIS H., CO., 31 E. Congress St., Chicago 5, Ill.
(See advertisement on page 105)

Farber, S. W., Inc., 141 S. Fifth St., Brooklyn 11, N. Y.
Faries Div., General Lamps Mfg. Corp., Elwood, Ind.
Fasco Industries, Inc., 255 N. Union St., Rochester, N. Y.
Fastener Corp., 858 Fletcher St., Chicago 14, Ill.
Fattor Mfg. Co., 1024 N. First St., St. Louis 2, Mo.

FAULTLESS CASTER CORP., 1521 N. Garvin St., Evansville, Ind.
(See advertisement on page 58)

Faurot, Inc., 299 Broadway, New York, N. Y.
Favor, Ruhl & Co., Inc., 43 W. 23rd St., New York 10, N. Y.
Fawn Brands, Ltd., 505 Fifth Ave., New York, N. Y.

FAY PAPER PRODUCTS, INC., 268 Northampton St., Boston 18, Mass.
(See advertisement on page 194)

Fedders-Quigan Corp., 57 Tonawanda St., Buffalo 7, N. Y.
Federal Business Products, Inc., 90 Gold St., New York 38, N. Y.
Federal Cash Register Co., P.O. Box 2265, Kansas City 6, Mo.
Federal Laboratories, Inc., 1506 Keenan Bldg., Pittsburgh, Pa.
Federal Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
Federal Stamp Co., 19 High St., Boston 10, Mass.
Federal Tool Corp., 3600 W. Pratt Blvd., Chicago 45, Ill.
Federbush Co., Inc., 91 Seventh Ave., New York 11, N. Y.
Federbush, M. W., Loose Leaf Corp., 380 Second Ave., New York 10, N. Y.
Fee & Stemwedel, Inc., 2210 Wabansia Ave., Chicago 47, Ill.
Feldco Loose Leaf Corp., 1505 Leland Ave., Chicago 40, Ill.
Felins Tying Machine Co., 3351 N. 35th St., Milwaukee, Wis.
Felsenthal, G., & Sons, 4100 W. Grand Ave., Chicago 51, Ill.
Felt & Tarrant Mfg. Co., 1735 N. Paulina St., Chicago, Ill.
Fenton Label Co., 506 Race St., Philadelphia 6, Pa.

Ferber Corp., 5 W. Sheffield Ave., Englewood, N. J.
Ferguson Bros. Mfg. Co., 1 Park Ave., New York, N. Y.
Ferris Business Equipment, Inc., 244 Great Meadows Rd., Stratford, Conn.
Ferris Products, Inc., 1985 E. 59th St., Cleveland 3, Ohio
Fiberbilt Sample Case Co., Inc., 40 W. 17th St., New York 11, N. Y.
Fiberfold Envelope Co., 300 E. 4th St., St. Paul, Minn.
Fibre Forming Corp., Olean, N. Y.
Fielder, P. E., Mfg. Co., Longview, Tex.
Fieldston Products Corp., 1760 Morris Ave., New York 57, N. Y.
Filequipment Corp. of America, 870 Grandville Ave., S.W., Grand Rapids, Mich.
Filing Equipment Bureau, 27 Melcher St., Boston 10, Mass.
Finch & McCullough, Aurora, Ill.
Fine Art Brush Co., Inc., P. O. Box No. 42, Carlstadt, N. J.
Finke Mfg. Co., P.O. Box 301, Aurora, Ill.
Firestone Tire & Rubber Co., Akron, Ohio
Firth Carpet Co., 295 Fifth Ave., New York, N. Y.
Fisher Pen Co., 757 Waveland Ave., Chicago 13, Ill.
Fixtures Mfg. Corp., 312 Blue Ridge St., Kansas City 3, Mo.
Flash Box Opener Co., Inc., 52 W. Houston St., New York, N. Y.
Flewelling, L. C., Co., 12411 Industrial Ave., Hollydale, Calif.
Flexi-Mat Corp., 2249 S. Calumet Ave., Chicago 16, Ill.
Flexo International Corp., 3245 W. Lake St., Chicago 24, Ill.
Flo-Ball Pen Corp., 5356 Riverton Ave., North Hollywood, Calif.
Floquil Products, Inc., 1993 Broadway, New York 23, N. Y.
Floorcraft Co., 393 Broadway, New York 13, N. Y.
Florence Textile Products, 1038 N. Highland Ave., Los Angeles, Calif.
Florin, Philip, Inc., 358 Fifth Ave., New York, N. Y.
Fluorescent Lighting Laboratories, 1133 Southern Blvd., New York 59, N. Y.
Foam Rubber Fabricators, Inc., 175 Newark St., Newark 3, N. J.
Folding Carrier Co., 1238 W. Main St., Oklahoma City, Okla.
Follett Time Recording Co., 217 High St., Newark 2, N. J.
Fontana Bros., 48 E. 21st St., New York, 10, N. Y.
Forbes Products Corp., 625 S. Goodman St., Rochester 20, N. Y.
Force, Wm. A., & Co., Inc., 64 White St., New York 13, N. Y.
Formica Co., 4620 Spring Grove Ave., Cincinnati 32, Ohio
Fort Massac Chair Co., 750 Prospect Ave., Cleveland, Ohio
Fort Steuben Metal Products Co., Steubenville, Ohio
Fort Wayne Printing Co., Fort Wayne, Ind.
Fostoria Pressed Steel Corp., Fostoria, Ohio
Foto Murals of California, 8921 W. Pico Blvd., Los Angeles, Calif.
Four-O-Matic Pencil Co., 1133 Broadway, New York 10, N. Y.
Fox Co., 3400 Beekman St., Cincinnati, Ohio
Fox, Geo. E., & Co., 1051 N. Throop St., Chicago 22, Ill.
Frank Paper Products Corp., 2941 E. Warren St., Detroit 7, Mich.
Frankel Carbon & Ribbon Co., 1720 Arapahoe St., Denver 2, Colo.
Franklin Mfg. Corp., 692 Pleasant St., Norwood, Mass.

FRANKLIN METAL PRODUCTS CO., 1500 S. Wabash Ave., Chicago 5, Ill.
(See advertisements on pages 202, 232)

Franklin Research Co., 5134 Lancaster Ave., Philadelphia, Pa.
Franklin Ribbon & Carbon Co., 174 Nassau St., Brooklyn 1, N. Y.
Franklin Table Co., 116 N. Fourth St., Louisville 2, Ky.
Frantz Industries, 1668 22nd St., Santa Monica, Calif.
Free Hand Binder Co., 43 Fulton St., New York, N. Y.
Fresh'nd Aire Co., 221 N. La Salle St., Chicago 1, Ill.
Friden Calculating Machine Co., Inc., San Leandro, Calif.
Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, Ohio
Frink Corp., 27-01 Bridge Plaza, N., Long Island City 1, N. Y.

FRITZ-CROSS CO., 300 E. Fourth St., St. Paul 1, Minn.
(See advertisement on page 66)

Frye Mfg. Co., 2531 Dean Ave., Des Moines 4, Iowa

FULTON MARKING EQUIPMENT CO., 82 Fulton St., Elizabeth 1, N. J.
(See advertisement on page 173)

Funk, R., & Co., Inc., Edison Road, Furlong, Pa.
Funk & Wagnalls Co., 153 E. 24th St., New York 10, N. Y.
Futuramic Steel Products Corp., 1400 Atlantic Ave., Brooklyn, N. Y.

G

G. R. Products, Inc., 140 Federal Square Bldg., Grand Rapids, Mich.
Gabe Mfg. Corp., 320 Broadway, New York 7, N. Y.
Gair, Robert, Co., Inc., 155 E. 44th St., New York, N. Y.
Galef, J. L., & Son, Inc., 85 Chambers St., New York 7, N. Y.
Galewski, A., & Sons, Inc., 119 W. 25th St., New York 1, N. Y.
Gane Bros. & Lane, Inc., 1335 W. Lake St., Chicago, Ill.
Garden City Educational Co., 27 S. Wabash Ave., Chicago, Ill.
Garden City Envelope Co., 3001 N. Rockwell St., Chicago 18, Ill.
Garden State Tanning, Inc., Pine Grove, Pa.
Gardner Mfg. Co., Horicon, Wis.
Garlynn Engineering Co., 755 Pennsylvania Ave., San Francisco 7, Calif.
Garrett & Massie, Inc., 1406 E. Franklin St., Richmond 15, Va.
Gartner & Bender, Inc., 1104 S. Wabash Ave., Chicago, Ill.
Garvey Fountain Brush & Ink Co., 4379 Duncan Ave., St. Louis 10, Mo.
Gaunt Industries, 827 W. Irving Park Blvd., Chicago 13, Ill.
Gaylord Bros., Inc., P. O. Box 61, Syracuse 1, N. Y.
Geller, J. R., 1133 Broadway, New York 10, N. Y.
Gel-Sten Supply Co., Inc., 9014 Brookfield Ave., Brookfield, Ill.
Gem Adding Machine Co., Cuba, N. Y.
Gem Specialty Co., 62 W. 47th St., New York, N. Y.

GENERAL BINDING CORP., 812 W. Belmont Ave., Chicago 14, Ill.
(See advertisement inside back cover)

General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
General Die & Stamping Co., 262 Mott St., New York 12, N. Y.
General Diaries Corp., 319 Greenwich St., New York 13, N. Y.
General Electric Co., Schenectady, N. Y.
General Fireproofing Co., Youngstown, Ohio

GENERAL LAMPS MFG. CORP., Elwood, Ind.
(See advertisement on page 170)

General Loose Leaf Bindery Co., Inc., 720 S. Dearborn St., Chicago 5, Ill.
General Manifold & Printing Co., Franklin, Pa.
General Match Co., Reading, Cincinnati, Ohio
General Multi Forms Sales Co., P. O. Box 1094, Nashville, Tenn.
General Pencil Co., 67 Fleet St., Jersey City, N. J.
General Photo Products Co., Inc., Chatham, N. J.
General School Equipment Co., 44 S. 12th St., Minneapolis 3, Minn.
Geneva Mfg. Co., Geneva, Ill.
Geographical Publishing Co., 621 S. Plymouth Court, Chicago, Ill.
Gerlach-Barklow Co., Joliet, Ill.
Germanow-Simon Machine Co., 408 St. Paul Ave., Rochester, N. Y.
Gestetner Duplicator Corp., 50 McLean Ave., Yonkers 5, N. Y.
Gibraltar Mfg. Co., Inc., 403 Communipaw Ave., Jersey City 4, N. J.
Gibson, A. C., Co., Inc., 70 Oak St., Buffalo 5, N. Y.
Gibson Art Co., 233 W. 4th St., Cincinnati, Ohio
Gibson, C. R., & Co., Norwalk, Conn.
Gies, Walter G., Co., Crownsville, Md.

GIFT CRAFT LEATHER CO., 101 Spring St., New York 12, N. Y.
(See advertisement on page 80)

Gilbert, A. C., Co., New Haven, Conn.
Gilbert Paper Co., Menasha, Wis.
Gilkey, W. S., Printing Co., 1138 W. 9th St., Cleveland, Ohio
Gillespie Furniture Co., 1355 Market St., San Francisco, Calif.
Gillette Safety Razor Co., 15 W. First St., Boston 6, Mass.
Gilson Slide Rule Co., Box 993, Stuart, Fla.
Gits Molding Corp., 4664 W. Huron St., Chicago 44, Ill.
Glaro Machine Products Co., Inc., P. O. Box 547, Far Rockaway, L. I., N. Y.
Glaziers' Tool Mfg. Corp., 611 W. Adams St., Chicago 6, Ill.
Glennon & Kern, Inc., 610 S. Federal St., Chicago, Ill.
Glick Bros., 900 W. Van Buren St., Chicago, Ill.

GLIDEX CORP., 4538 W. Roosevelt Rd., Chicago 24, Ill.
(See advertisement on page 223)

Globe Lighting Products Co., 1710 Flushing Ave., Brooklyn 6, N. Y.
Globe-Wernicke Co., Norwood, Cincinnati 12, Ohio
Glue-Fast Equipment Co., Inc., 11 White St., New York 13, N. Y.
Glu-Pen Corp., 11 W. 42nd St., New York 36, N. Y.
Goat, Fred, Co., Inc., 314 Dean St., Brooklyn 17, N. Y.
Goes Lithographing Co., 42 W. 61st St., Chicago 21, Ill.
Gonco Mfg. Co., 1259 S. La Brea Ave., Los Angeles 19, Calif.
Good Bros. Leather Co., 142 Frelinghuysen Co., Newark, N. J.
Goodbody, Wm., Envelope Co., 133 Wooster St., New York 12, N. Y.
Goodfrend Metal Products Co., 1019 E. 75th St., Chicago 19, Ill.
Goodrich, B. F., Co., Akron, Ohio.
Goodyear Tire & Rubber Co., Inc., Akron 16, Ohio
Graff, George B., Co., 54 Washburn Ave., Cambridge 40, Mass.
Grammes, L. F., & Sons, Inc., 380 Union St., Allentown, Pa.
Gramont Corp., 2756 Rowena St., Los Angeles 39, Calif.
Gran-Adell Mfg. Co., 1846 Belmont Ave., Chicago 13, Ill.

GRAND FILING SUPPLY CO., Grand Haven, Mich.
(See advertisement on page 163)

Grand Rapids Label Co., 545 Ottawa Ave., N. W., Grand Rapids 2, Mich.
Grand Rapids Leather Furniture Co., Inc., 201 Front Ave., N. W., Grand Rapids 4, Mich.
Grand Rapids Loose Leaf Binder Co., 10 Logan St., S.W., Grand Rapids 3, Mich.
Grand Rapids Store Equipment Co., 1340 Monroe St., N.W., Grand Rapids, Mich.
Grant Pulley & Hardware Co., 31-85 Whitestone Pkwy., Flushing, L. I., N. Y.
Graphic Calculator Co., 637 S. Plymouth Court, Chicago 5, Ill.
Graphic Duplicator Co., 473 Broadway, New York, N. Y.
Graphic Systems, 55 W. 42nd St., New York 36, N. Y.
Gray Mfg. Co., 16 Arbor St., Hartford, Conn.
Grayarc Co., 311 W. 66th St., New York 23, N. Y.
Graymills Corp., 2006 Ridge Ave., Evanston, Ill.

Great Lakes Store & Office Fixture Co., 1910 W. Maypole St., Chicago 12, Ill.
Green Bay Luggage Co., Inc., 1670 Marrow St., Green Bay, Wis.
Green Duck Metal Stamping Co., 1520 W. Montana St., Chicago 14, Ill.
Green Instrument Co., Inc., 385 Putnam Ave., Cambridge 39, Mass.
Green River Boat Co., Henderson, Ky.
Greene, G. G., Mfg. Corp., Warren, Pa.
Greenwood Co., 712 Federal St., Chicago 5, Ill.
Greg Sales Co., Inc., 320 Broadway, New York 7, N. Y.
Gregory Fount-O-Ink Co., 3501 Eagle Rock Blvd., Los Angeles 65, Calif.

GREGSON MFG. CO., Liberty, N. C.
(See advertisement on page 156)

Grey Iron Casting Co., Mount Joy, Pa.
Griggs Equipment Co., Belton, Tex.
Griffin Mfg. Co., 191 Lyndhurst St., Rochester 5, N. Y.
Griffith-Hope Co., West Allis, Wis.
Griscombe Products, Inc., 23 Beekman St., New York, N. Y.
Gross Engineering Co., Inc., Three Rivers, Mich.
Grumbacher, M., 460 W. 34th St., New York, N. Y.

GUARDSMAN SAFE CO., La Porte, Ind.
(See advertisement on page 198)

Guedon Co., Audubon 6, N. J.

GUIDE SYSTEM & SUPPLY CO., 335 Canal St., New York 13, N. Y.
(See advertisement on page 131)

Gum Products Press, Inc., 612 E. Clybourn St., Milwaukee, Wis.
Gummed Products Co., Troy, Ohio
Gummed Tape & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N. Y.

GUNLOCKE, W. H., CHAIR CO., Wayland, N. Y.
(See advertisement on page 61)

Guth, Edwin F., Co., 2615 Washington Ave., St. Louis 3, Mo.
Gwenly Corp., 175 Fifth Ave., New York, N. Y.

H

Hadley, Charles R., Co., 330 N. Los Angeles St., Los Angeles 12, Calif.
Hagel, Eugene A., 230 Ridgeway Road, Baltimore 28, Md.
Hagstrom Co., 311 Broadway, New York, N. Y.
Hahn, Arthur W., 199 Lafayette St., New York, N. Y.
Hahn, Peter J., & Sons Co., 4445 W. Belmont Ave., Chicago 41, Ill.
Haldon Mfg. Co., Inc., 841 N. La Cienega Blvd., Los Angeles 46, Calif.
Hale, F. E., Mfg. Co., Herkimer, N. Y.
Hall Bros., Inc., 2505 Grand Ave., Kansas City, Mo.
Hall, Gordon L., Co., Old Lyme, Conn.
Hall Industries, 111 W. Jackson Blvd., Chicago 4, Ill.
Hall, J. C., Co., P.O. Box 1060, Pawtucket, R. I.
Hall & McChesney, Inc., P.O. Box 591, Syracuse 1, N. Y.
Hall Safe and Equipment Co., Hamilton, Ohio
Hall's Safe Co., Inc., 808 10th St., N. E., Canton 4, Ohio

HALL-WELTER CO., INC., 40 Mt. Hope Ave., Rochester 7, N. Y.
(See advertisement on page 69)

Haloid Co., 2 Haloid St., Rochester 3, N. Y.

HALVERSON SPECIALTY SALES, 1221 W. Chestnut St., Chicago, Ill.
(See advertisement on page 207)

Hamblin & Russell Mfg. Co., Inc., Worcester, Mass.
Hamilton Autographic Register Co., Hamilton, Ohio
Hamilton Caster & Mfg. Co., 1713 Dixie Hwy., Hamilton, Ohio
Hamilton Industries, Inc., 2736½ Colorado Blvd., Los Angeles 41, Calif.
Hamilton Mfg. Co., Two Rivers, Wis.

HAMILTON MFG. CORP., Columbus, Ind.
(See advertisement on page 65)

Hamilton Metal Products Co., Hamilton, Ohio
Hamilton Pen Co., 7 W. Madison St., Chicago, Ill.
Hamilton Specialties, Inc., 5 Watson St., Boston 18, Mass.
Hammermill Paper Co., Erie, Pa.
Hammett, J. L., Co., 290 Main St., Cambridge, Mass.
Hammond, C. S., & Co., 515 Valley St., Maplewood, N. J.
Hammond Instrument Co., 4200 W. Diversey Blvd., Chicago, Ill.
Hampden Mfg. Co., 301 E. Fourth St., Plainfield, N. J.
Hampshire Paper Co., Inc., Holyoke, Mass.
Handi-Blott Co., 40 E. 20th St., New York, N. Y.
Handi-Hinge, 51 E. 21st St., New York 10, N. Y.
Hanes Chair & Furniture Co., Inc., Mocksville, N. C.
Haney School Furniture Co., 1600 Berkey Ave., S.E., Grand Rapids, Mich.
Hang-A-File Co., 31 E. Congress St., Chicago 5, Ill.
Hano Paper Co., Inc., 220 E. 23rd St., New York, N. Y.

HANO, PHILIP, CO., INC., P.O. Box 307, Holyoke, Mass.
(See advertisement on page 141)

Hansen, A. L., Mfg. Co., 5037 Ravenswood Ave., Chicago 40, Ill.
Hanson, C. H., Co., 303 W. Erie St., Chicago 10, Ill.
Hanson, J. L., Co., 554 W. Adams St., Chicago 6, Ill.
Hanson Scale Co., 525 N. Ada St., Chicago 22, Ill.

HARDBOARD FABRICATORS, INC., 59 Branch St., St. Louis 7, Mo.
(See advertisement on page 174)

Harding, Milo, Co., 432 W. Pico Blvd., Los Angeles 15, Calif.
Harley's Clock Shop, 1209 Grand Ave., Kansas City 6, Mo.
Harlich Corp., 310 W. Polk St., Chicago, Ill.
Harris, J., & Co., 115 E. 23rd St., New York, N. Y.
Harris, M. & G., Co., 71 High School Ave., Cranston 10, R. I.
Harrison Steel Cabinet Co., 4718 W. Fifth Ave., Chicago 44, Ill.
Hart, Harold D., Co., 612 E. Second St., Fort Worth, Tex.
Hart Mfg. Co., 2400 Endicott St., St. Paul 4, Minn.
Hart Mirror Plate Co., 101 Front St., S. W., Grand Rapids, Mich.
Hartco Mfg. Co., Inc., 3128 S. Pecan St., Fort Worth, Texas
Harter Corp., Sturgis, Mich.
Harvey, Fred W., Co., Manlius, N. Y.

HASKELL, INC., 303 E. Carson St., Pittsburgh 19, Pa.
(See advertisement on page 218)

Hauserman, E. F., Co., 6800 Grant Ave., Cleveland 5, Ohio
Hawthorne Paper Co., P. O. Box 906, Kalamazoo, Mich.

HAZEL, ERNEST, JR., 703 N. 16th St., St. Louis 3, Mo.
(See advertisement on page 32)

Hazel-Atlas Glass Co., 1535 Jacob St., Wheeling, W. Va.
Heale, J. A., & Co., Inc., 156 Chambers St., New York, N. Y.
Hearne Bros., National Bank Bldg., Detroit 26, Mich.
Hecht Fixture Co., 211 S. Market St., Chicago 6, Ill.
Hectographia Corp., 110 W. 17th St., New York 11, N. Y.

HEDGES MFG. CO., 2931 Wentworth Ave., Chicago 16, Ill.
(See advertisement on page 129)

Hedman Co., 1158 Armitage Ave., Chicago 14, Ill.
Heinicke-Fiegel Lithographing Co., 21 S. Ninth St., St. Louis 2, Mo.
Heinn Co., 326 W. Florida St., Milwaukee, Wis.
Heirloom Co., P. O. Box 87, Kenmore 17, N. Y.
Helms Products, Inc., 100 Lexington Ave., S.W., Grand Rapids 4, Mich.
Heller Co., 2135 Superior Ave., N. E., Cleveland 14, Ohio
Heller Furniture Ltd., Kinderhook, N. Y.
Heller, W. C., & Co., Montpelier, Ohio
Hellesoe, Hans H., 2444 W. Ainslie St., Chicago 25, Ill.
Henderize, Inc., 5667 Freeport Blvd., Sacramento, Calif.
Henkel-Clauss Co., Fremont, Ohio
Hennus Co., 1947 Broadway, New York 23, N. Y.

Herco Art Mfg. Co., 53 Parker St., Wallingford, Conn.
Herring-Hall-Marvin Safe Co., Hamilton, Ohio
Hertzberg, H., & Son., Inc., 2300 Fifth Ave., New York 35, N. Y.
Herz Mfg. Corp., 840 E. 134th St., New York, N. Y.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.

HEYER CORP., 1856 S. Kostner Ave., Chicago 23, Ill.
(See advertisements on pages 25, 98, 99)

Heywood-Wakefield Co., Gardner, Mass.
Hiebert's, C., Cabinet & Fixture Co., Torrance, Calif.
Higbee, G. A., Co., 544 Bellevue Ave., Detroit 7, Mich.
Higgins Ink Co., Inc., 271 Ninth St., Brooklyn 15, N. Y.

HIGH POINT BENDING & CHAIR CO., Siler City, N. C.
(See advertisement on page 60)

Highland Mfg. Co., Holyoke, Mass.
Hill, R. O. H., Inc., 270 Lafayette St., New York 12, N. Y.
Hild Floor Machine Co., 740 W. Washington St., Chicago, Ill.
Hillside Metal Products, Inc., 262-270 Passaic St., Newark 4, N. J.
Hincher Mfg. Co., Washington, Ind.
Hires, Chas. E., Co., Inc., 206 S. 24th St., Philadelphia, Pa.
Hirsh, S. A., Mfg. Co., 8051 Central Park, Skokie, Ill.
Hoag-Farmer Mfg. Co., 831 W. Van Buren St., Chicago 7, Ill.
Hobbs Mfg. Co., 26 Salisbury St., Worcester 5, Mass.
Hobby Hill, 225 N. Wabash Ave., Chicago 1, Ill.
Hodgman Rubber Co., Framingham, Mass.
Hoffman, L., 139 Spring St., New York, N. Y.

HOGGSON & PETTIS MFG. CO., 141T Brewery St., New Haven 7, Conn.
(See advertisement on page 191)

Holcomb, J. I., Mfg. Co., 1601 Barth St., Indianapolis, Ind.
Holden Patent Book Cover Co., 53 Hillman St., Springfield, Mass.
Holland, John, Gold Pen Co., 127 E. Fourth St., Cincinnati, Ohio
Holliday, R. M., Co., 31 N. State St., Chicago 2, Ill.
Hollywood Pen Co., 74 5th Ave., New York 11, N. Y.
Hollywood Specialty Co., 4612 San Fernando Rd., Glendale 4, Calif.
Holson Binders, Inc., 762 Wythe Ave., Brooklyn 11, N. Y.
Holt Pen Co., Crompton, West Warwick, R. I.
Home-O-Nize Co., Third and Oak Sts., Muscatine, Iowa

HOOSIER DESK CO., Jasper, Ind.
(See advertisement on page 84)

Hope Metal Products, Inc., 1505 Rockwell St., Cleveland, Ohio
Horn, W. C., Bro. & Co., 571 N. Third St., Newark 7, N. J.
Hotchkiss, E. H., Co., 10 Hoyt St., Norwalk, Conn.
Hourmaster, The, 552 Elm St., Westfield, N. J.

Household Paper Products, 1326 E. Woodbridge Ave., Detroit, Mich.
Howard Dustless Duster Co., 80 Freeport St., Boston, Mass.
Howard Industries, Inc., 209 W. Jackson Blvd., Chicago 6, Ill.
Howard Mfg. Co., Trenton Ave. & Huntington St., Philadelphia, Pa.
Howard Paper Co., Urbana, Ohio
Howe Folding Furniture, Inc., 1 Park Ave., New York 16, N. Y.
Howe Scale Co., Rutland, Vt.
Hudson Craftsmen, Inc., 5950 Avalon Blvd., Los Angeles, Calif.
Hudson Pulp & Paper Corp., 505 Park Ave., New York, N. Y.
Huff Co., Ann Arbor, Mich.

Hummel, A. C., Co., 5341 Kennedy Ave., Cincinnati 13, Ohio
Humphrys, R. A., Sons, Inc., 4041 Ridge Ave., Philadelphia, Pa.

HUNT, C. HOWARD, PEN CO., Seventh and State Sts., Camden 1, N. J.
(See advertisement on page 182)

Hunter Fan & Ventilating Co., 400 S. Front St., Memphis 2, Tenn.
Hunting-Roberts Co., 2223 E. 37th St., Los Angeles 58, Calif.
Huntington Chair Corp., Box 2111, Huntington, W. Va.

Huntington Laboratories, Inc., Huntington, Ind.
Huntting, H. R., Co., 104 Chestnut St., Springfield, Mass.
Hurlock Bros. Co., Inc., 3436 Market St., Philadelphia 4, Pa.
Huron Chrome Products Mfrs., 21 S. Wabash Ave., Chicago, Ill.
Hush-A-Phone Corp., 65 Madison Ave., New York 16, N. Y.
Hutcheon Bros., 241 Centre St., New York 13, N. Y.
Hydrawlik Co., 131 E. First Ave., Roselle, N. J.
Hyman, L., & Sons, 102 Prince St., New York 12, N. Y.

I

I. D. L. MFG. & SALES CORP., 132 Lafayette St., New York 13, N. Y.
(See advertisement on page 106)

Ideal Industries, Inc., Sycamore, Ill.
Ideal Publishers, 1015 25th St., Zion, Ill.
Ideal School Supply Co., 8312 S. Birkhoff Ave., Chicago 20, Ill.
Ideal Stencil Machine Co., Belleville, Ill.

IDEAL SYSTEM CO., 346 S. Flower St., Los Angeles 17, Calif., and 6 Church St., New York 6, N. Y.
(See advertisement on page 38)

Ideal Ventilator Co., 160 Atlantic Ave., Providence, R. I.
Identification Service Corp., 168 W. 46th St., New York 19, N. Y.
Illinois Lock Co., 800 S. Ada St., Chicago 7, Ill.

IMPERIAL DESK CO., 1312 W. Florida St., Evansville 7, Ind.
(See advertisement on page 83)

Imperial Fastener & Pin Co., 1018 S. Wabash Ave., Chicago, Ill.
Imperial Leather Furniture Co., 315 W. 47th St., New York 19, N. Y.
Imperial Methods Co., Forest Park, Ill.
Imperial Molded Products Corp., 2925 W. Harrison St., Chicago, Ill.
Improved Mailing Case Co., Inc., 305 Broadway, New York 7, N. Y.
In-A-Floor Safe Co., 1416 S. Los Angeles St., Los Angeles, Calif.

Index Sales Corp., 1313 W. Congress St., Chicago 7, Ill.
Indiana Cash Drawer Co., Shelbyville, Ind.

INDIANA CHAIR CO., Jasper, Ind.
(See advertisement on page 64)

INDIANA DESK CO., Jasper, Ind.
(See advertisement on page 90)

Industrial Budgets, Inc., P.O. Box 49, Oak Harbor, Ohio
Industrial Filter & Pump Mfg. Co., 5900 W. Ogden Ave., Cicero, Ill.

INDUSTRIAL LAMP CORP., 14th and Blaine Sts., Elkhart, Ind.
(See advertisement on page 171)

Industrial Latex Co., 1312 Edward L. Grant Hwy., New York 52, N. Y.
Industrial Molded Products Corp., 609 New York Bldg., St. Paul 1, Minn.
Industrial Shredder & Cutter Co., 704 S. Ellsworth Ave., Salem, Ohio
Industrial Tape Corp., New Brunswick, N. J.
Ink Ribbon Mfg. Co., 884 Valencia St., San Francisco, Calif.
Ink Specialties Co., Inc., 523 N. Halsted St., Chicago 22, Ill.
Inkograph Products Div., Risdon Mfg. Co., Naugatuck, Conn.
Inserting & Mailing Machine Co., Phillipsburg, N. J.
Insurance Managers & Agents Supply Co., 612 N. Michigan Ave., Chicago, Ill.

Intasco Corp., 3021 Carroll Ave., Chicago 12, Ill.
Inter-Communication System of America, 529 S. Franklin St., Chicago, Ill.
Interior Steel Equipment Co., 2852 E. 69th St., Cleveland 4, Ohio
International Bronze Tablet Co., Inc., 150 W. 22nd St., New York 11, N. Y.
International Business Machines Corp., 590 Madison Ave., New York 22, N. Y.
International Carbon & Ribbon Co., Logan, Ohio
International Cash Register Parts Co., 207 E. Evergreen Ave., Mt. Prospect, Ill.
International Office Appliances, Inc., 326 Broadway, New York, N. Y.
International Payroll Machine Co., P.O. Box 292, Reading, Pa.
International Postal Supply Co., 634 Prospect Place, Brooklyn, N. Y.
International Tag & Salesbook Co., 319 N. Whipple St., Chicago 12, Ill.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
International Transparency Co., 310 Lakeside St., Cleveland, Ohio
International Typewriter Exchange, 231 W. Monroe St., Chicago, Ill.

INVINCIBLE METAL FURNITURE CO., Manitowoc, Wis.
(See advertisement on page 121)

Ionia Mfg. Co., 119 S. Dexter St., Ionia, Mich.
Irwin-Hodson Co., 439 N.W. 15th Ave., Portland 9, Ore.
Irwin Seating Co., 1480 Buchanan St., S.W., Grand Rapids, Mich.

J

Jaclin Stationery Co., 363 Broadway, New York 13, N. Y.
Jacobi, Frank C., 208 S. LaSalle St., Chicago, Ill.
Jamestown Lounge Co., Jamestown, N. Y.
Jantig Products Co., 4412 W. Madison St., Chicago 24, Ill.
January & Wood Co., Maysville, Ky.
Jardin Associates, Inc., 75 Maiden Lane, New York 7, N. Y.

JASPER CHAIR CO., Jasper, Ind.
(See advertisement on page 66)

JASPER DESK CO., Jasper, Ind.
(See advertisement on page 86)

JASPER OFFICE FURNITURE CO., Jasper, Ind.
(See advertisement on pag 89)

JASPER SEATING CO., Jasper, Ind.
(See advertisement on page 59)

JASPER TABLE CO., Jasper, Ind.
(See advertisement on page 219)

Jaybee Tray Co., Inc., 381 4th Ave., New York 16, N. Y.
Jay-Lip Corp., Jamestown, N. Y.
Jenkins-Hall Index Card Co., 50 Fremont St., San Francisco, Calif.
Jerome Glass Co., 64 W. Randolph St., Chicago, Ill.
Jest Art Originals, 12474 Washington Blvd., Culver City, Calif.
Jet Mfg. Co., Inc., 288 Hyde Park Ave., Boston 30, Mass.
Jewell & Co., 929 Cherry St., Philadelphia 7, Pa.

Johns, W. A., Paper Co., 2201 S. Union Ave., Chicago 16, Ill.
Johnson, A. L., Co., 828 N. Broadway, Milwaukee 2, Wis.
Johnson Chair Co., 4401 W. North Ave., Chicago 39, Ill.
Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago 40, Ill.
Johnson, S. C., & Son, Inc., Racine, Wis.
Johnston Adding Machine Co., 10939 Vanowen St., North Hollywood, Calif.
Johnston's "Snow White" Products, Mumford, N. Y.
Josephson Mfg. Corp., 122 E. 23rd St., New York 10, N. Y.
Joslin, A. D., Mfg. Co., Manistee, Mich.
Joyce, Edward J., Filing Co., 32 S. Clark St., Chicago, Ill.
Joyce Mfg. Corp., Youngstown 8, Ohio
Judd, H. L., Co., Inc., Wallingford, Conn.
Junier, F. R., Associates, 366 Fifth Ave., New York 1, N. Y.

K

K. & O. Co., Inc., Bethpage, L. I., N. Y.
Kahn, David, Inc., North Bergen, N. J.
Kalamazoo Label Co., Kalamazoo, Mich.
Kalamazoo Paper Co., Kalamazoo, Mich.
Kalamazoo Staty. Co., Kalamazoo, Mich.
Kamket Corp., 406 W. 31st St., New York, N. Y.

KARL MFG. CO., 32 Ionia Ave., S.W., Grand Rapids 2, Mich.
(See advertisement on page 207)

Karns Corp., 5937 Arcade Dr., Fresno, Calif.
Kathman Associates, 200 Fifth Ave., New York 10, N. Y.
Kay-Dee Co., 719 P St., Lincoln 1, Nebr.
Kay-Wood Products, Inc., Bedford, Pa.
Kee Lox Mfg. Co., 10 Kee Lox Place, Rochester 1, N. Y.
Keener Mfg. Co., 403 Lancaster Ave., Lancaster, Pa.
Keep Klean Auto Products Co., Inc., 4077 Park Ave., New York 57, N. Y.

Keith Paper Co., Turners Falls, Mass.
Keller Duplicator Co., 545 E. Third St., Long Beach 12, Calif.
Kelley-Mennes Mfg. Co., 1283 N. Main St., Rockford, Ill.
Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.
Kempenich, H., 1318 Pitman Ave., Palo Alto, Calif.
Ken-Add Machines Co., P.O. Box 2, Duluth, Minn.
Kendall Sealer Co., East Jaffrey, N. H.

KENMAR MFG. CO., East Palestine, Ohio
(See advertisements on pages 147, 148, 149, 150, 151, 152, 153, 154)

Kennedy Mfg. Co., Van Wert, Ohio
Ken-Ro-Bil Corp., Van Buren, Ohio
Kentube Mfg. Co., 912 Lock St., Kent, Ohio
Kenwood Corp., 2412 Penn Ave., N.W., Washington 7, D. C.

KENWORTH MFG. CO., 3455 N. Holton St., Milwaukee 12, Wis.
(See advertisement on page 176)

Ketcham & McDougall, Inc., 465 Eagle Rock Ave., Roseland, N. J.
Keuffel & Esser Co., 303 Adams St., Hoboken, N. J.
Kewaunee Mfg. Co., Adrian, Mich.
Key Ribbon & Carbon Co., 963 Newark Ave., Elizabeth, N. J.
Keyless Lock Co., 1401 Newman St., Indianapolis, Ind.
Keystone Binder Co., 1924 Lillie Ave., Davenport, Iowa
Keystone Envelope Co., 189 W. Allegheny Ave., Philadelphia, Pa.
Keystone Index Card Co., 3225 Race St., Philadelphia, Pa.

KEYSTONE STEEL EQUIPMENT CO., INC., 1914 S. Water St., Philadelphia 48, Pa.
(See advertisement on page 120)

Keystone Tag Co., West Chester, Pa.
Kidde, Walter, & Co., Inc., 176 Main St., Belleville 9, N. J.
Kimball, A., Co., 307 W. Broadway, New York 13, N. Y.
Kimmel Products Co., P.O. Box 411, New Castle, Pa.
Kinetic Novelty Co., Inc., 516 W. 34th St., New York, N. Y.
King Filing Supply Co., 150 W. 22nd St., New York 11, N. Y.
King Gem Co., Gallatin Gateway, Mont.
King Koin Sorter Co., P.O. Box 1576, Omaha 8, Nebr.

KING POSTURE CHAIR CO., 953 S. Raymond Ave., Pasadena 2, Calif.
(See advertisement on page 62)

King Sales & Engineering Co., 210 First St., San Francisco 5, Calif.
Kingdom Mfg. Co., 410 Market St., Fulton, Mo.
Kingsbacher-Murphy Co., 1081 N. Vignes St., Los Angeles 12, Calif.
Kingsley Stamping Machine Co., 1606 Cahuenga Blvd., Hollywood 28, Calif.
Kingsport Press, Inc., Kingsport, Tenn.
Kirby-Cogeshall-Steinau Co., 606 E. Clybourn St., Milwaukee, Wis.
Kirk Brevitype Corp., P. O. Box 2912, San Diego, Calif.
Kirk Ink Co., 6121 S. Wentworth Ave., Chicago, Ill.
Kirk Plastic Co., 170 E. Jefferson Blvd., Los Angeles 11, Calif.
Kisco Co., Inc., 2400 De Kalb St., St. Louis 4, Mo.
Kittredge, R. J., & Co., 14 N. Peoria St., Chicago, Ill.
Kleen-R Pad Co., 107 W. Van Buren St., Chicago 5, Ill.
Kline, W. R., Co., 440 73rd St., Brooklyn 9, N. Y.
Klipto Loose Leaf Co., 15 S. Delaware St., Mason City, Iowa
Klopp Engineering, Inc., P. O. Box 134, Plymouth, Mich.
Knickerbocker Case Co., 711 W. Lake St., Chicago 6, Ill.
Knickerbocker Leather & Novelty Co., Inc., 19 W. 18th St., New York 11, N. Y.
Kobler & Co., 81 Fenimore St., Lynbrook, N. Y.
Kodye, Inc., 27 W. Court St., Cincinnati, Ohio
Koh-I-Noor Pencil Co., Inc., Bloomsbury, N. J.
Kohlhaas Co., 8012 S. Chicago Ave., Chicago 17, Ill.

KOL, INC., 2507 University Ave., St. Paul, Minn.
(See advertisement on page 207)

Koller & Smith Co., Inc., 41 Chambers St., New York, N. Y.
Konko Sales Co., P.O. Box 132, Austin, Tex.
Kool Kooshion Mfg. Co., Oklahoma City, Okla.
Korda Industries, 20 W. 46th St., New York 19, N. Y.
Kores Carbon Paper & Ribbon Mfg. Corp., 49 Bleecker St., New York 12, N. Y.
Kraus Ribbon & Carbon Co., 239 Fourth Ave., Pittsburgh 22, Pa.
Krayer Mfg. Co., 542 Pine St., Elizabeth 1, N. J.
Krengel Mfg. Co., Inc., 227 Fulton St., New York, N. Y.
Kromex Corp., 880 E. 72nd St., Cleveland, Ohio
Krueger Metal Products, Inc., 1056 W. Mason St., Green Bay, Wis.
Krylon, Inc., 2601 N. Broad St., Philadelphia 32, Pa.
Kundtz, Theodor, Co., 1275 Main St., Cleveland, Ohio
Kunz, John B., Co., Huntingdon, Pa.
Kurtz Bros., Fourth and Reed Sts., Clearfield, Pa.
Kutch, Walter E., Co., 18229 W. McNichols Rd., Detroit 19, Mich.

L

Labelon Tape Co., 450 Atlantic Ave., Rochester 9, N. Y.
Lackawanna Leather Co., Hackettstown, N. J.
Lafayette Co., Inc., 120 Greenwich St., New York 6, N. Y.
Lah Stencil Co., Kiester, Minn.
Laird & Lee, Inc., 560 W. Lake St., Chicago, Ill.
Lake Mfg. Co., 2323 Chestnut St., Oakland, Calif.
Lake Specialty Co., 616 W. Adams St., Chicago 6, Ill.
Lakeside Central Co., 333 S. Desplaines St., Chicago 6, Ill.
Lambooy Label & Wrapper Co., 2129 Portage St., Kalamazoo, Mich.
Landa Leather Products Co., 113 S. Jefferson St., Chicago 6, Ill.
Landers, Frary & Clark, 100 Center St., New Britain, Conn.
Lang Equipment Sales Co., 325 W. Huron St., Chicago 10, Ill.

LA SALLE PRODUCTS CO., 2216 N. Clybourn Ave., Chicago 14, Ill.
(See advertisement on page 28)

LASSCO PRODUCTS, INC., 485 Hague St., Rochester 6, N. Y.
(See advertisement on page 188)

Lathem Time Recorder Co., 76 Third St., N.W., Atlanta, Ga.
Laughlin Mfg. Co., Inc., 5157 S. Halsted St., Chicago 9, Ill.
Laurel Co., 129 Grand St., Garfield, N. J.
Lavelle Rubber Co., 424 N. Wood St., Chicago, Ill.
Lawrence, A. C., Leather Co., Peabody, Mass.
Lawson, F H., Co., 850 Evans St., Cincinnati 4, Ohio
Layton Mfg. Co., 1229 Arch St., Philadelphia 7, Pa.
Leader Card Works, 933 S. 5th St., Milwaukee, Wis.

LEATHERCRAFT, INC., 2320 S. Western Ave., Chicago 8, Ill.
(See advertisement on page 43)

Ledgerole Co., 815 Wright Bldg., Tulsa 3, Okla.
Lee & Henry Mfg. Co., 441 Minna St., San Francisco 3, Calif.
Lee Hardware Co., Salina, Kans.
Lee, L. O'D., 90 Wall St., New York 5, N. Y.
Lee, Oscar, Co., 14 E. Jackson Blvd, Chicago, Ill
Lee Paper Co., Vicksburg, Mich.
Le Febure Corp., 716 Oakland Rd., N.E., Cedar Rapids, Iowa
Lee-Bert, Inc., 900 Lapeer Ave., Saginaw, Mich.
Leeds Cash Register Mfg. Co., 300 E. Eighth St., Kansas City 6, Mo.
Lees Mfg. Co., Westport, Conn.
Lefax, Ninth & Sansom Sts., Philadelphia 7, Pa.
Lehigh Desk Co., 106 Duane St., New York 7, N. Y.
Lehmann Printing & Lithographing Co., 300 2nd St., San Francisco, Calif.
Lennan Lights, Inc., 231 W. Olive St., Burbank, Calif.
Lennox Metal Mfg. Co., Inc., 63-02 59th Ave., Maspeth, L. I., N. Y.
Leonard, G. R., & Co., 123 N. Wacker Dr., Chicago 6, Ill.
Leonard's, 13025 W. Seven Mile Road, Detroit 35, Mich.
Leopold Co., Burlington, Iowa
Le Page's, Inc., Gloucester, Mass.
Le Roy, Inc., Union City, N. J.
Levelor Sales Corp., 60 Bonner St., Stamford, Conn.
Levison & Blythe Mfg. Co., 612 N. Second St., St. Louis 2, Mo.
Lew Mfg. Co., 217 Huntington Ave., Providence 9, R. I.
Lewis, J. P., Co., Beaver Falls, N. Y.
Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.
Lexington Leather Goods Co., 12 S. Jefferson St., Chicago 6, Ill.
Lexington Metal Products, Inc., 565 Park Ave., Brooklyn 5, N. Y.
Liberty Typewriters, Exch. Machine Div., L. C. Smith & Corona Typewriters, Inc., 99 Hudson St., New York, N. Y.
Library Service Div., Bro-Dart Industries, 59 E. Alpine St., Newark 5, N. J.
Liebman, A. L., & Son, Inc., 2046 McDonald Ave., Brooklyn, N. Y.
Lifetimer Hoop-Type Window Clock Co., Box 113, Haddam, Conn.
Lifton Mfg. Corp., 18 W. 18th St., New York 11, N. Y.
Lightning Adding Machine Co., 1260 W. Second St., Los Angeles, Calif.

LIGNUM-VITAE PRODUCTS CORP., 100A Boyd Ave., Jersey City, N. J.
(See advertisement on page 159)

Lily-Tulip Cup Corp., 122 E. 42nd St., New York 17, N. Y.
Lincoln Lighting Products, Inc., 311 N. Desplaines St., Chicago 6, Ill.
Lindley Box & Paper Co., Marion, Ind.
Link, L., & Co., 149 Lafayette St., New York 13, N. Y.
Link Paper Co., 220 Broadway, New York 7, N. Y.
Linton Pencil Co., Lewisburg, Tenn.
Lipic, Jos., Pen Co., 2200 Gravois St., St. Louis, Mo.
Lipton Mfg. Co., Inc., 52 W. Houston St., New York 12, N. Y.

LISTO PENCIL CORP., Alameda, Calif.
(See advertisement on page 183)

LIT-NING PRODUCTS CO., 2694 Elm Ave., Fresno, Calif.
(See advertisement on page 162)

LITTLE, A. P., INC., 100 S. Fitzhugh St., Rochester 8, N. Y.
(See advertisement on page 54)

Lloyd Mfg. Co., Menominee, Mich.
Loewenbach, B., & Sons Co., 733 N. Van Buren St., Milwaukee, Wis.
Logan Drinking Cup Div., United States Envelope Co., Worcester, Mass.
Logan Pottery Co., Logan, Ohio
Lonergan Mfg. Co., Albion, Mich.
Lonson Mfg. Co., 300 E. Fourth St., St. Paul, Minn.
Loose Leaf Devices Co., Inc., 1724 N. 13th St., St. Louis 6, Mo.
Loose Leaf House, 156 W. 31st St., Los Angeles, Calif.
Loose Leaf Metals Co., 6816 Arsenal St., St. Louis, Mo.
Lordell Corp., 37 N. Wacker Dr., Chicago, Ill.
Lowell Specialties Co., 95 Bridge St., Lowell, Mass.
Loy's Chinese Abacus Agency, 1317 Rhode Island Ave., N.E., Washington 18, D. C.
Lucas Mfg. Co., 4156 N. Lowell St., Chicago, Ill.
Lumirol Co., 153 E. 26th St., New York 10, N. Y.
Lundstrom, C. J., Mfg. Co., Little Falls, N. Y.

LUNDSTROM LABORATORIES, INC., Little Falls, N. Y.
(See advertisement on page 78)

Lutz & Sheinkman, Inc., 421 Hudson St., New York, N. Y.
Lux Clock Mfg. Co., Inc., Waterbury 20, Conn.
Lux Pen Co., White Bear, Minn.
Luxem, James P., Co., 3344 N. Lincoln St., Franklin Park, Ill.
Luxor Leathercraft Corp., 29 W. 34th St., New York 1, N. Y.
Lynch-Jamentz Co., 2311 Riverside Dr., Los Angeles 39, Calif.
Lyon Metal Products, Inc., Aurora, Ill.

M

M.J.S. FURNITURE DISTRIBUTORS, INC., 85 Duane St., New York 7, N. Y.
(See advertisement on page 217)

M & M Industries, P.O. Box 91, South Milwaukee, Wis.
M. & N. Flourescent Co., 6250 N. Artesian St., Chicago 45, Ill.
MacKenzie, Arnold, Inc., 3131 Overlook Dr., Minneapolis 20, Minn.
Mackwin Co., Winona, Minn.

MAC-MIETH CO., INC., 666 Herbert St., Port Orange, Fla.
(See advertisement on page 188)

Maendler Brush Mfg. Co., Inc., 138 E. Ninth St., St. Paul 1, Minn.
Magic Binding Post Co., 3049 E. Grand Blvd., Detroit 2, Mich.
Magic Circle Mfg. Corp., 6136 E. Admiral Pl., Tulsa, Okla.
Magnetic Recording Industries, 30 Broad St., New York 4, N. Y.
Magnus Chemical Co., Inc., Garwood, N. J.
Mailers Equipment Co., 40 W. 15th St., New York, N. Y.
Majestic Loose Leaf, Inc., 19-29 Rockwell Place, Brooklyn, N. Y.
Majestic Pen Co., 115 E. 23rd St., New York, N. Y.
Majestic Staple Co., 1100 Myrtle Ave., Brooklyn 6, N. Y.
Majestic Stationery Co., 260 N. 3rd St., Philadelphia, Pa.
Majestic Wood Carving Co., 1740 N. Maplewood Ave., Chicago, Ill.
Major Leather Goods Mfg. Co., 609 W. Lake St., Chicago, Ill.
Mandel, A, & Co., 37 E. 12th St., New York 3, N. Y.
Manifold Supplies Co., 188 Third Ave., Brooklyn 17, N. Y.
Manning, Bowman & Co., Meriden, Conn.
Maple City Stamping Co., 708 Park Ave., Peoria, Ill.
Maple Leaf Mfg. Co., Inc, 350 Fifth Ave. New York 1, N. Y.
Marble, B. L., Chair Co., Bedford, Ohio
Marchant Calculators, Inc., 1475 Powell St., Oakland 8, Calif.
Marginator Co., 1434 Broadway, Burbank, Calif.
Mario Mfg. Co., Inc., 390 Fourth Ave., New York 16, N. Y.
Marion Electrical Instrument Co., Manchester, N. H.
Mark King Corp., 50 The Arcade, Cleveland 14, Ohio
Markal Co., 3052 W. Carroll St., Chicago 12, Ill.
Market Services, Inc., 431 S. Dearborn St., Chicago 5, Ill.
Markilo, 3633 S. Racine Ave., Chicago 9, Ill.
Marks Mfg. Co., 700 N. Carpenter St., Chicago 22, Ill.

MARKWELL MFG. CO., INC., 200 Hudson St., New York 13, N. Y.
(See advertisement on page 212)

Marr Duplicator Co., Inc., 53 Park Place, New York 7, N. Y.
Marsh Stencil Machine Co., Belleville, Ill.
Marshallan Mfg. Co., 1061 W. 11th St., Cleveland, Ohio
Martell, A. E., Co., Keene, N. H.
Martens Type Cleaner Co., Diamond Point 2, N. Y.
Marvel Products, Inc., 353 Fifth Ave., New York, N. Y.
Marvel Window Cleaner, Inc., 3559 E. 71st St., Cleveland, Ohio
Marvin Envelope & Paper Co., 2040 W. North Ave., Chicago 47, Ill.
Masland Duraleather Co., Amber and Willard Sts., Philadlephia 34, Pa.
Maso Steel Products, 81 W. Van Buren St., Chicago 5, Ill.
Mason Box Co., Attleboro Falls, Mass.
Mason Stationery Products, Inc., 112 Bleecker St., New York 12, N. Y.
Massillon Wire Basket Co., Massillon, Ohio

MASTER ADDRESSER CO., 6500 W. Lake St., Minneapolis 16, Minn.
(See advertisement on page 25)

MASTER MFG. CO., 1676 E. 28th St., Lorain, Ohio
(See advertisement on page 56)

Master Mfg. Co., 811 W. Cabrini St., Chicago, Ill.
Master Metal Products, Inc., 371 Chicago St., Buffalo 4, N. Y.

MASTER PRODUCTS MFG. CO., 3480 E. 14th St., Los Angeles, Calif.
(See advertisements on pages 189, 190)

Master-Craft Corp., 831 Cobb Ave., Kalamazoo 52F, Mich.
Mathews Co., 1221 Beaufait Ave., Detroit 7, Mich.
Matthews, James H., & Co., 3942 Forbes St., Pittsburgh 13, Pa.
May, J. L., Co., 111 W. 19th St., New York 11, N. Y.
Mayer Mfg. Co., 3130 W. 51st St., Chicago, Ill.

MAYFAIR CO., 315 N. Desplaines St., Chicago 6, Ill.
(See advertisement on page 118)

Mayhal Photocopy Corp. of America, 24 Stone St., New York, N. Y.
McBee Co., Athens, Ohio
McCaskey Register Co., Alliance, Ohio
McClurg, A. C., & Co., 333 E. Ontario St., Chicago 11, Ill.

McDONALD PRODUCTS CORP., 721 Seneca St., Buffalo 10, N. Y.
(See advertisement on page 29)

McGill Metal Products Co., Marengo, Ill.
McIlrath, Roy E., 8849 S. Laflin St., Chicago 20, Ill.
McKay, David, Co., Inc., 225 Park Ave., New York, N. Y.
McKay, W. D., 2731 N. Pulaski Rd., Chicago, Ill.
McKee Glass Co., Jeannette, Pa.
McKeever Press, 14 Third Ave., S.E., Aberdeen, S. D.
McKenna & Phelps, Inc., 207 E. 12th St., New York 3, N. Y.
McLennon Pen Co., 220 S. State St., Chicago 4, Ill.
McLeod Furniture Co., 5800 24th Ave., Kenosha, Wis.
McMahan Bros. Desk Co., 2220 S. Hoover St., Los Angeles 7, Calif.
McMillan Book Co., 701 E. Genesee St., Syracuse 1, N. Y.
Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.
Medart, Fred, Products, Inc., 3535 De Kalb St., St. Louis 18, Mo.
Meeker Co., Inc., Joplin, Mo.
Meier Electric & Machine Co., 3505 E. Washington St., Indianapolis 7, Ind.

MEIER, JOSHUA, CO., INC., 153 W. 23rd St., New York 11, N. Y.
(See advertisement on page 33)

Meilicke Systems, Inc., 3458 N. Clark St., Chicago 13, Ill.

MEILINK STEEL SAFE CO., Toledo 6, Ohio
(See advertisement on page 200)

Melind, Louis, Co., 3524 N. Clark St., Chicago 13, Ill.
Melton Publishing Co., P. O. Box 4685, Kansas City 3, Mo.
Mendes, J. Curry, Corp., 104 Brookline Ave., Boston 15, Mass.
Merchants Industries, Inc., Bellefontaine, Ohio
Mergott, J. E., Co., 316 Jeliff Ave., Newark, N. J.

MERRIAM, G. & C., CO., 47 Federal St., Springfield 2, Mass.
(See advertisement on page 96)

Merriam Mfg. Co., Durham, Conn.
Messenger Corp., Auburn, Ind.
Metal Office Furniture Co., 1491 Division Ave., S., Grand Rapids 2, Mich.
Metal Products Engineering, Inc., 4000 Long Beach Ave., Los Angeles 58, Calif.
Metal Radiator Cabinet Co., Inc., 6316 S. Wentworth Ave., Chicago, Ill.

METAL SPECIALTIES MFG. CO., 1975 N. Cornell Ave., Melrose Park, Ill.
(See advertisement on page 213)

Metalcraft, Inc., P. O. Box No. 979, Mason City, Iowa
Metallic Arts of New England, Inc., 150 Broadway, Cambridge, Mass.
Metalstand Co., 7516 State Rd., Philadelphia 36, Pa.
Metropolitan Cutlery Co., 33 W. 34th St., New York, N. Y.
Metropolitan Mirror & Glass Co., Inc., 667 Kent Ave., Brooklyn, N. Y.
Meyer & Wenthe, Inc., 30 S. Jefferson St., Chicago 6, Ill.
Meyercord Co., 5323 W. Lake St., Chicago 44, Ill.
Meyers, Fred L., Mfg. Co., 1174 Hooven Ave., Hamilton, Ohio
Meylan Stopwatch Corp., 264 W. 40th St., New York 18, N. Y.
Miami Systems Corp., Robertson at 34th Ave., Cincinnati 9, Ohio.
Michaels Art Bronze Co., Inc., Covington, Ky.
Michigan Paper Co., Plainwell, Mich.
Michigan Tag Co., 1600 Monroe Ave., N.W., Grand Rapids 2, Mich.
Micro Record Corp., 225 W. 28th St., New York 1, N. Y.
Middleditch, L., Co., 225 Varick St, New York 14, N. Y.
Midland Manufacturing, Inc., 1100 S. McComas, Wichita 12, Kansas.
Mid-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
Midwest Folding Products, Roselle, Ill.
Midwest Furniture Co., Sheboygan, Wis.
Midwest Metal Mfg. Co., 1818 N. 18th St., St. Louis 6, Mo.
Midwest Naturalite Co., 228 W. Kinzie St., Chicago 10, Ill.
Milbradt Mfg. Co., 2400 N. Tenth St., St. Louis, Mo.
Miles, E. E., Co., South Lancaster, Mass.
Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.
Millar, Geo. W., & Co., Inc., 284 Lafayette St., New York 12, N. Y.
Miller Bros. Pen Co., Meriden, Conn.
Miller-Bryant-Pierce, Aurora, Ill.
Miller Co., 200 Center St., Meriden, Conn.
Miller, C. H., 7240 St. Paul Ave., Detroit 14, Mich.
Miller, Herman, Furniture Co., Zeeland, Mich.
Miller Products Co., Inc., 29 Warren St., New York 7, N. Y.
Millers Falls Paper Co., Millers Falls, Mass.
Mill-Green Publishing Co., 370 Seventh Ave., New York 1, N. Y.
Mills Co., The, 975 Wayside Road, Cleveland 10, Ohio
Mills Envelope Co., 2403 N. Oakley Blvd., Chicago, Ill.
Milprint, Inc., 4200 N. Holton St., Milwaukee, Wis.
Miltier Lighting Products, Inc., 147 Chambers St., New York 7, N. Y.
Milwaukee Chair Co., 3022 W. Center St., Milwaukee 45, Wis.
Milwaukee Dustless Brush Co., 530 N. 22nd St., Milwaukee, Wis.
Milwaukee Label & Seal Co., 261 E. Erie St., Milwaukee 2, Wis.
Milwaukee Lace Paper Co., 1306 E. Meinecke Ave., Milwaukee 12, Wis.
Milwaukee Metal Furniture Co., 120 S. LaSalle St., Chicago 3, Ill.

Mimeo Mfg. Co., 401 Broadway, New York 13, N. Y.
Mim-E-O Stencil Files Co., 1219 W. Chestnut St., Chicago, Ill.
Mimeographing Supply Co., 1240 S. Olive St., Los Angeles 15, Calif.
Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
Missouri Brush & Crayon Co., 2726 Brentwood Blvd., St. Louis, Mo.
Mitchell Corp., 201 Matthews Ave., Hagerstown, Md.
Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago 14, Ill.
Mitchell Moulding Co., 1501 Circle St., Forest Park, Ill.
Mittag & Volger, Inc., Park Ridge, N. J.
Mitts & Merrill, 67 McCoskey St., Saginaw, Mich.
Modern Account System Co., Auburn, Ind.
Modern Desk Pad Mfg. Co., 420 N. Clark St., Chicago, Ill.
Modern Pen Mfg. Co., 395 Broadway, New York, N. Y.
Modern Utilities Co., 2400 De Kalb St., St. Louis 4, Mo.
Modernize, 666 N. Lake Shore Drive, Chicago 11, Ill.
Mohawk Business Machines Corp., 47 West St., New York, N. Y.
Mohawk Tablet Co., 1703 East End Ave., Chicago Heights, Ill.
Mohler, A., Onamia, Minn.
Molded Rubber Co., Main & Rector Sts., Philadelphia 27, Pa.
Monarch Furniture Co., 311 E. Green St., High Point, N. C.
Monarch Marking System Co., 216 S. Torrence St., Dayton 3, Ohio
Monarch Metal Products, Inc., 724 S. Columbus Ave., Mount Vernon, N. Y.
Monarch Pencil Co., 123 Mercer St., New York 12, N. Y.

MONET CO., 43 South Ave., Fanwood, N. J.
(See advertisement on page 26)

Mongol Chemical Co., West Nyack, N. Y.
Monochrome Pen Co., 7 W. Madison St. Chicago 3, Ill.
Monogram Machine Supply Co, 2500 18th St., San Francisco, Calif.
Monroe Calculating Machine Co., Inc., Orange, N. J.
Monroe Upholstery Shops, Inc., 400 W. 14th St., New York 14, N. Y.
Montag Bros., 180 Marietta St., Atlanta, Ga.
Montgomery & Co., Inc., 53 Park Place, New York 7, N. Y.
Moore Business Forms, Inc., Niagara Falls, N. Y.
Moore Business Forms, Inc., Rediform Division, 2233 Unversity Ave., St. Paul 4, Minn.
Moore, John C., Corp., 67 Stone St., Rochester, N. Y.
Moore Pen Co., 63 Franklin St., Boston, Mass.
Moore, P. O., Inc., 300 Fourth Ave., New York 10, N. Y.
Moore Push-Pin Co., 113 Berkley St., Philadelphia 44, Pa.
Morgan Co., 3984 Avondale Ave., Chicago 41, Ill.
Morgan Metal Products Co., 1 Beekman St., New York 38, N. Y.
Morilla Co., Inc., 328 E. 23rd St., New York 10, N. Y.
Morris, Bert M., Co., 8651 W. Third St., Los Angeles 48, Calif.
Morrison Fountain Pen Co., 79 Fifth Ave., New York, N. Y.
Morse, Ralph, Furniture Co., Transportation Bldg., Grand Rapids, Mich.
Moser Paper Co., 621 Plymouth Court, Chicago 5, Ill.

MOSLER SAFE CO., Hamilton, Ohio
(See advertisement on page 199)

Moss Atlas Corp., 244 Herkimer St., Brooklyn 16, N. Y.
Mounties, Inc., 251 Causeway St., Boston, Mass.
Mullins Mfg. Corp., Salem, Ohio
Multiplex Display Fixture Co., 910 N. Tenth St., St. Louis 1, Mo.

MULTISTAMP CO., INC., 527 W. 21st St., Norfolk, Va.
(See advertisement on page 99)

Munising Paper Co., 135 S. La Salle St., Chicago 3, Ill.
Munroe Paper Corp., Lawrence, Mass.
Munson Supply Co., 57 Toler Place, Newark 5, N. J.
Murphy Chair Co., Owensboro, Ky.

MURPHY-MILLER, INC., Owensboro, Ky.
(See advertisement on page 66)

Murphy, Thos. D., Co., Red Oak, Iowa
Murray Engraving Co., 6152 S. Wabash Ave., Chicago, Ill.
Musgrave Pencil Co., Shelbyville, Tenn.
Mutschler Bros. Co., Nappanee, Ind.
Mutual Brief Case Co., Inc., 133 Kossuth St., Newark, N. J.
Mutual Paper Co., Inc., 202 Coffey St., Brooklyn, N. Y.
Mutual Publishers, 21 Howard St., New York, N. Y.
Mutual Stationers Supply Corp., 268 4th Ave., New York 10, N. Y.
Myers, Fred L. Co., Inc. Lewes, Del.
Myrtle Desk Co., High Point, N. C.
Mystik Adhesive Products, 2635 N. Kildare Ave., Chicago 39, Ill.

N

Narragansett Machine Co., Railroad Rollins Corner, Centralia, Mo.
Nascon Products Division, Eaton Paper Corp., Pittsfield, Mass.
Nashua Package Sealing Co., Inc., Nashua, N. H.
Nassau Sponge Co., 124 W. Kinzie St., Chicago 10, Ill.
National Address Plate Co., 4615 W. Huron St., Chicago 44, Ill.
National Blank Book Co., Holyoke, Mass.
National Brass Co., 1601 Madison St., S.E., Grand Rapids, Mich.
National Brief Case Mfg. Co., Inc., 522 S. Peoria St., Chicago 7, Ill.
National Bundle Tyer Co., Blissfield, Mich.
National Business Systems Co., 8430 Grand River, Detroit 4, Mich.
National Cabinet Co., 21-24 44th Ave., Long Island City 1, N. Y.
National Carbon Coated Paper Co., Sturgis, Mich.
National Card, Mat & Board Co., 4318 W. Carroll Ave., Chicago 24, Ill.
National Cash Register Co., Dayton 9, Ohio
National Chair Co., Inc., Valley Rd., Clark Township, N. J.
National Crayon Co., Easton, Pa.
National Decalcomania Corp., 236 N. 60th St., Philadelphia 39, Pa.
National Desk Co., Herkimer, N. Y.
National Engraving Co., 807 S. 20th St., Birmingham, Ala.
National Fiberstok Envelope Co., Allegheny Ave. at Second St., Philadelphia 33, Pa.
National Furniture Mfg. Co., Evansville, Ind.
National Inter-Communicating Systems, Inc., 1130 Milwaukee Ave., Chicago, Ill.
National Litho Forms Co., 18423 Euclid Ave., Cleveland 12, Ohio
National Lock Co., 1902 Seventh St., Rockford, Ill.
National Manifolding Co., 442 E. Second St., Dayton 2, Ohio
National Office Specialty Co., 398 Broadway, New York 13, N. Y.

NATIONAL PASS BOOK & SUPPLY CO., 112 Hamilton Ave., Cleveland 14, Ohio
(See advertisement on page 40)

National Pencil Co., Shelbyville, Tenn.
National Plastic Products Co., Odenton, Md.

NATIONAL RULE CO., 49 Andrews St., Rochester 14, N. Y.
(See advertisement on page 198)

National School Equipment Co., Port Washington, Wis.
National Tag & Label Corp., 38 Bridge St., Watertown 72, Mass.
National Transparent Plastics Co., Indian Orchard, Springfield, Mass.

NATIONAL VULCANIZED FIBRE CO., 1000 Beech St., Wilmington 99, Del.
(See advertisement on page 233)

Nationwide Industries, Inc., 6 E. 33rd St., New York 16, N. Y.
Nationwide Office Supply Co., 163 Pacific St., Brooklyn, N. Y.
Nebraska Salesbook Co., 21st & "Y" Sts., Lincoln 1, Nebr.
Neenah Paper Co., Neenah, Wis.
Neidich Process Div., Burlington, N. J.
Neiman Loose Leaf & Bindery Co., 1717 S. Halsted St., Chicago 8, Ill.

NEIMAN STEEL EQUIPMENT CO., INC., Balfour and Venango Sts., Philadelphia 34, Pa.
(See advertisement on page 204)

Neisser & Zahn, 225 Fifth Ave., New York 10, N. Y.
Nekoosa-Edwards Paper Co., Inc., Port Edwards, Wis.
Nelson Vertical Paper Cutter Co., Inc., 424 W. 22nd St., Norfolk, Va.
Nelsonite Chemical Products, Inc., 226 Scribner St., N.W., Grand Rapids 4, Mich.
Neostyle, Inc., 208 S. La Salle St., Chicago, Ill.
Nettle Office Equipment Co., 27 Huntington Ave., Boston 16, Mass.
Neubauer Mfg. Co., 2013 Central Ave., N.E., Minneapolis 18, Minn.
Neva-Clog Products, Inc., 506 Logan St., Bridgeport 1, Conn.
Neverknot Co., 4527 N. Ravenswood Ave., Chicago, Ill.
New Castle Products, New Castle, Ind.
New Diamond Point Pen Co., 236 Fifth Ave, New York 1, N. Y.
New Era Optical Co., 17 N. Wabash Ave., Chicago, Ill.

NEW ENGLAND PAPER PUNCH CO., 95 Washington Ave., Natick, Mass.
(See advertisement on page 188)

New Hermes, Inc., 13 University Place, New York, N. Y.
New Rexbilt Leather Goods Corp., 151 W. 26th St., New York 1, N. Y.
New York Graphic Society, 10 W. 33rd St., New York, N. Y.
New York Silicate Book Slate Co., Inc., 541 Lexington Ave., New York, N. Y.
New York Stencil Works, 221 Fulton St., New York, N. Y.
New York Twine Corp., 110 Murray St., New York, N. Y.
Newark Chair & Furniture Co., Inc., 232 13th Ave., Newark 3, N. J.
Newman Bros., Inc., 660 W. Fourth St., Cincinnati 3, Ohio
Newport News Forms Co., Inc., Newport News, Va.
Niagara Duplicator Co., Concord, Calif.
Nichols Products Co., Moorestown, N. J.
Nichols, H. W., Salesbook Co., 229 Race St., Cincinnati, Ohio
Nielson Supply Co., 32 N. State St., Chicago, Ill.

NIEMANN, INC., 330 E. Ohio St., Chicago, Ill.
(See advertisement on page 146)

Nilsson Sales Co., 301 Park Ave. Bldg., Detroit 26, Mich.
Nobema Products Corp., 141 Greene St., New York, N. Y.
Noble & Westbrook Mfg. Co., 19 Westbrook St., East Hartford 8, Conn.
Noesting Pin Ticket Co., Inc., 728 E. 136th St., New York 54, N. Y.
Noka Mfg. Co., 147 Bloomfield, N. J.
No-Mek Pen Products, 1904 W. Monterey St., Chicago, Ill.
Non-Stop Pen & Pencil Co., 16 E. 23rd St., New York 10, N. Y.
Norcor Mfg. Co., Inc., Green Bay, Wis.
Norcross, Inc., 244 Madison Ave., New York 16, N. Y.
Norge Div., Borg-Warner Corp., 670 E. Woodbridge Ave., Detroit 26, Mich.
Noris Instruments, Ltd., 105 E. 29th St., New York 16, N. Y.
Norma Pencil Corp., 137 W. 14th St., New York 11, N. Y.
Norta Distributing Co., 1165 Broadway, New York 1, N. Y.
North American Products, 7113 S. South Chicago Ave., Chicago, Ill.

Northeastern Plastics, Inc., 215 "A" St. Boston, Mass.
Northern Paper Mills, Green Bay, Wis.

NORTHERN STATES ENVELOPE CO., 300 E. Fourth St., St. Paul 1, Minn.
(See advertisement on page 102)

Northfield Specialties Co., Northfield, Minn.
Northmore's, P.O. Box 755, Highland Park, Ill.
Northwest Leather Goods Co., 711 W. Lake St., Chicago 6, Ill.
Northwest Metal Products Co., 1337 E. Mason St., Green Bay, Wis.
Northwestern Clock Co., 703 S. 16th St., Omaha 2, Nebr.

NORTHWESTERN STAMP WORKS, 321 Cedar St., St. Paul, Minn.
(See advertisement on page 68)

Nosco Plastics, 17th and Cascade Sts., Erie, Pa.
Nucraft Furniture Co., 1615 Eastern Ave., S.E., Grand Rapids, Mich.

NU-CRAFT PRODUCTS CO., 163 Pacific St., Brooklyn 2, N. Y.
(See advertisement on page 71)

Numberall Stamp & Tool Co., 400 Huguenot Ave., Staten Island 12, N. Y.
Nu-Tone, Inc., 222 W. North Bank Dr., Chicago, Ill.
Nutting Truck & Caster Co., Faribault, Minn.
Nye, William F., Inc., P.O. Box 927, New Bedford, Mass.
Nystrom, A. J., & Co., 3333 N. Elston Ave., Chicago 18, Ill.

O

Oakite Products, Inc., 19 Rector St. New York N. Y.
Oakville Co., Div. Scoville Mfg. Co., Waterbury 20, Conn.
Odhner Sales, Inc., 210 Fifth Ave., New York 10, N. Y.
Odman Corp., 823 W. Blackhawk St., Chicago, Ill.
Office Accessories Corp., P. O. Box 717, Encino, Calif.
Office Furniture Wholesale Distributors, 74 Broad St., New York 4, N. Y.
Office Products, Inc., 9920 Freeland Ave., Detroit 26, Mich.
Ohio Can & Crown Co., Massillon, Ohio

OHIO CHAIR CO., INC., 28 W. Madison Ave., Youngstown, Ohio
(See advertisement on page 67)

Ohio Match Co., Wadsworth, Ohio
Ohio Thermometer Co., 33 Walnut St., Springfield, Ohio
Old Town Corp., 750 Pacific St., Brooklyn 17, N. Y.
Olivetti Corp. of America, 580 Fifth Ave., New York 36, N. Y.
Olsen Mark Corp., 128 White St., New York 13, N. Y.
Olson Rug Co., 2800 N. Pulaski Rd., Chicago, Ill.
Orco Cameras, Inc., 112 Liberty St., New York 6, N. Y.

ORNA METAL PRODUCTS CO., 2412 S. Seventh St., St. Louis 4, Mo.
(See advertisement on page 84)

Orthwine, Rudolf, Corp., 416 W. 33rd St., New York 1, N. Y.
Osborn Mfg. Co., The, 5401 Hamilton Ave., Cleveland 14, Ohio
Osco Stationery Co., 17 Bleecker St., New York, N. Y.
Oshkosh Trunks & Luggage, Oshkosh, Wis.
Otis Steel Products Co., Ellicottville, N. Y.
Outlook Envelope Co., 1001 W. Washington Blvd., Chicago 7, Ill.

OXFORD FILING SUPPLY CO., Clinton Rd., Garden City, N. Y., and 125 S. Eighth St., St. Louis 2, Mo.
(See advertisements on pages 127, 130, 136)

Ozalid, Div. General Analine & Film Corp., Johnson City, N. Y.
Ozark Pen Mfg. & Repair Co., Licking, Mo.

P Q

P.B.R. Mfg. Co., H & Luzerne Sts., Philadelphia 24, Pa.
Paasche Airbrush Co., 1909 W. Diversey Ave., Chicago 14, Ill.
Pacific Carbon & Ribbon Mfg. Co., 1451 Harrison St., San Francisco 3, Calif.
Package Ad & Sealer Co., 9512 Irving Park Blvd., Schiller Park, Ill.
Packwood, G. H., Mfg. Co., 1545 Tower Grove Ave., St. Louis 10, Mo.
Pad-O-Fone Corp., 2257 64th St., Brooklyn 4, N. Y.
Pagell, Alfred H., Eastondale, Mass.
Pagewriter Pen Co., 30 Lowell Road, Wellesley Hills 82, Mass.
Paillard Products, Inc., 265 Madison Ave., New York 16, N. Y.
Palm Bros. Decalcomania Co., 3727 Regent Ave., Cincinnati 12, Ohio
Palmer, A. N., Co., The, 55 Fifth Ave., New York 3, N. Y.
Palmer House Galleries, 119 S. State St., Chicago, Ill.
Palmer Show Card Paint Co., Inc., 21650 Wyoming Ave., Detroit 20, Mich.
Pan American Bronze Co., 628 Sycamore St., Cincinnati 2, Ohio
Panda Pencil Lead, Inc., 760 Waveland Ave., Chicago 13, Ill.
Panef Mfg. Co., Inc., 102 E. Walnut St., Milwaukee 1, Wis.
Pannier Corp., 207 Sandusky St., Pittsburgh, Pa.
Paper Container Mfg. Co., 28 E. Jackson Blvd., Chicago 4, Ill.
Paper Manufacturers Co., 9800 Bustleton Ave., Philadelphia, Pa.
Paper-Mate Co., Inc., 8790 Hays St., Culver City, Calif.
Pap-R-Products, Martinsville, Ill.
Parisian Novelty Co., 3510 S. Western Ave., Chicago 9, Ill.
Park Chemical Co., 8074 Military Ave., Detroit 4, Mich.
Park Products Co., 111 N. Marion St., Oak Park, Ill.
Park Sherman Co., 2725 S. 11th St., Springfield, Ill.
Parker, Joseph, & Son Co., New Haven, Conn.
Parker Pen Co., Janesville, Wis.
Parker, Stearns & Co., 288 Sheffield Ave., Brooklyn, N. Y.

PARKER STEEL PRODUCTS, INC., 56 Columbia St., Brooklyn 2, N. Y.
(See advertisement on page 36)

Parsons Paper Co., Holyoke, Mass.
Parva Products Co., Mt. Carmel, Conn.
Patent Novelty Co., Fulton, Ill.
Patentware, Inc., 270 Broadway, New York, N. Y.
Paymaster Corp., 754 W. Lexington St., Chicago 7, Ill.
Peabody Co., North Manchester, Ind.
Pearl Engraving Corp., 36-40 W. 29th St., New York 1, N. Y.
Pearson, G. S., Co., 711 S. Dearborn St., Chicago 5, Ill.
Pease, C. F., Co., 2601 W. Irving Park Road, Chicago 18, Ill.
Peck & Harvey, 5650 N. Western Ave., Chicago 45, Ill.
Peerless-Imperial Co., Inc., 28 Peerless Place, Newark 5, N. J.
Peerless Ink Corp., 258 Broadway, New York 7, N. Y.
Peerless Office Products Corp., 402 E. 70th St., New York 21, N. Y.
Peerless Pen Co., 14 W. 17th St., New York, N. Y.
Peerless Photo Products, Inc., 100 E. 42nd St. New York, N. Y.
Peerless Roll Leaf Co., 4511 New York Ave., Union City, N. J.

PEERLESS STEEL EQUIPMENT CO., 6604 Hasbrook Ave., Philadelphia 11, Pa.
(See advertisement on page 128)

Peerless Wire Goods Co., Lafayette, Ind.
Peirce Wire Recorder Corp., 1328 Sherman Ave., Evanston, Ill.
Pekas Duplicator Co., Lesterville, S. D.
Pelouze Mfg. Co., 1218 Chicago Ave., Evanston, Ill.
Pemberton, Lewis N., Printing Co., 1200 W. 8th St., Los Angeles 17, Calif.
Pencraft, Inc., 5 Bromfield St., Boston, Mass.
Pengad Mfg. Co., Bayonne, N. J.
Pen-N-Pencil Co., The, 1 W. 47th St., New York 36, N. Y.
Penn Metal Corp. of Penna., Oregon Ave. and Swanson St., Philadelphia, Pa.
Pennsylvania Wire Glass Co., 1600 Market St., Philadelphia, Pa.
Pen-Rite Corp., 744 E. 138th St., New York 54, N. Y.
Pentron Corp., 221 E. Cullerton St., Chicago 16, Ill.
Pereles Bros., Inc., 2484 S. 7th St., Milwaukee 7, Wis.

PERFECT RUBBER SEAT CUSHION CO., 6435 Edmund St., Philadelphia 35, Pa.
(See advertisement on page 76)

Perfection Box Co., 615 N. Parkside Ave., Chicago, Ill.
Perfection Legal Blank Co., 108 N. Rockton Ave., Rockford, Ill.
Perma Products Co., 3511 West Fort St., Detroit 16, Mich.
Permo, Inc., 6415 N. Ravenswood Ave., Chicago, Ill.
Perrygraf Corp., 1500 Madison St., Maywood, Ill.
Petersburg Trunk & Bag Co., Petersburg, Va.
Pettersen Mfg. Co., 631 N. Milpas St. Santa Barbara, Calif.
Pfening & Snyder, 1075 W. Fifth Ave., Columbus, Ohio
Philadelphia Leather Goods Co., 3111 W. Allegheny Ave., Philadelphia, Pa.
Phillips Process Co., Inc., 192 Mill St., Rochester 14, N. Y.
Phillips Ribbon & Carbon Co., Inc., 61 Halstead St., Rochester 10, N. Y.
Phoenix Caster Co., P.O. Box 68, Hamilton, Ohio
Phonelock Co., 601 S. Vermont St., Los Angeles, Calif.

PHOTO MATERIALS CO., 334 N. Bell Ave., Chicago 12, Ill.
(See advertisement on page 227)

Photostat Corp., 303 State St., Rochester 4, N. Y.
Pickett & Eckel, Inc., 5 S. Wabash Ave., Chicago 3, Ill.
Pike, E. W., & Co., 490 North Ave., Elizabeth 3, N. J.
Piltzer Qualiton Products, Inc., 2401 S. Main St., Los Angeles 7, Calif.
Pine Pheasant Novelties, 1234 Belmont Ave., Chicago, Ill.
Pioneer Mfg. Co., 3053 E. 87th St., Cleveland, Ohio
Pioneer Steel Co., 311 W. Avenue 33, Los Angeles, Calif.
Pitney-Bowes, Inc., Stamford, Conn.
Pittsburgh Cut Wire Co., 1112 Galveston Ave., Pittsburgh 12, Pa.
Pittsburgh Envelope Co., 7301 Penn Ave., Pittsburgh 8, Pa.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 22, Pa.
Pittsburgh Salesbook Co., 716 Fifth Ave., Pittsburgh 19, Pa
Pittsburgh Stamp Co., Inc., 817 S. Canal St., Pittsburgh, Pa.
Plastext Co., 535 E. 137th St., Bronx 54, N. Y.
Plastic Binding Corp., 732 S. Sherman St., Chicago, Ill.
Plastic Fabricators Co., 440 Sansome St., San Francisco, Calif.
Plastic Fabricators, Inc., 401 Chapel St., New Haven 11, Conn.
Plastic Products Co., 130 S. La Brea Ave., Hollywood 36, Calif.
Plastic Service Co., 1725 S. Broadway, Los Angeles 15, Calif.

Pleasantaire Corp., Springfield, Mass.
Plus Computing Machines, Inc., 5 Beekman St., New York 38, N. Y.
Plycraft Corp., Walterboro, S. C.
Plymouth Rubber Co., Inc., Canton, Mass.

POLAR MFG. CO., 325 N. 13th St., Philadelphia 7, Pa.
(See advertisement on page 80)

Polaroid Corp., 730 Main St., Cambridge 39, Mass.
Pollard-Alling Mfg. Co., 220 W. 19th St., New York 11, N. Y.
Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N. Y.
Polycraft, Inc., 243 W. 17th St., New York 11, N. Y.
Pomerantz, A., & Co., 1525 Chestnut St., Philadelphia 2, Pa.
Pomeroy, I., Co., 26 Nicholson St., Newark 2, N. J.
Port Huron Sulphite & Paper Co., Port Huron, Mich.
Post Electric Co., Andover, N. J.
Post, Frederick, Co., 3650 N. Avondale Ave., Chicago 18, Ill.
Postage Stamp Machine Co., 33 W. 60th St., New York, N. Y.
Postamatic Co., 1549 Belfield Ave., Philadephia 41, Pa.
Postindex Co., Div. Art Metal Construction Co., Jamestown, N. Y.

POSTING EQUIPMENT CORP., 777 Hertel Ave., Buffalo 7, N. Y.
(See advertisement on page 226)

Post-O-Graf Mfg. Co., 20 Garfield St., Wilkes-Barre, Pa.
Potdevin Machine Co., Teterboro, N. J.
Potter Press, The, 516 South St., Waltham 54, Mass.
Powers-Samas Accounting Machines Sales, Ltd., 814 N. Michigan Ave., Chicago 11, Ill.
Practical Products, P.O. Box 808, Providence, R. I.
Precisa Distributors, Inc., P. O. Box 1557, Salt Lake City, Utah
Precision Mfg. Co., 829 Chicago Ave., Evanston, Ill.
Precision Staple Corp., 3 Waverly Place., New York, N. Y.
Preferred Products Co., 1723 N. 12th St., Toledo 1, Ohio
Premier Supply Corp., 40-30 23rd St., Long Island City 1, N. Y.
Pressed & Welded Steel Products Co., 38-61 11th St., Long Island City, N. Y.
Pres-To-Line Corp. of America, 2339 Cotner Ave., Los Angeles 64, Calif.
Prevue-Radsell Co., 343 S. Dearborn St., Chicago 4, Ill.
Price Bros., Inc., 4301 W. Madison St., Chicago, Ill.
Prince Gardner Co., 2025 S. Vandeventer Ave., St. Louis 10, Mo.
Princeton Upholstery Co., Inc., 790 E. 176th St., Bronx, N. Y.
Print-O-Matic Co., Inc., Merchandise Mart, Chicago 54, Ill.
Prior Stationery Corp., 374 Broadway, New York 13, N. Y.
Procter, Fred, Co., 324 E. Ninth St., Cincinnati 2, Ohio

PRONTO FILE CORP., 285 Madison Ave., New York 17, N. Y.
(See advertisement on page 126)

PROTECTALL SAFE CORP., 926 S. Salina St., Syracuse 4, N. Y.
(See advertisement on page 201)

Protex Products Sales Co., 350 Fifth Ave., New York, N. Y.
Prudon Specialty Mfg. Co., Hasbrouck Heights, N. J.
Prym, William, Inc., Dayville, Conn.
Pull-The-String Mailing Wrapper Co., 29 W. Kinzie St., Chicago, Ill.
Punch-All Co., Inc., 46 Hinckley Road, Waban 68, Mass.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.

QUALITY PARK ENVELOPE CO., 450 N. Syndicate St., St. Paul 4, Minn.
(See advertisement on page 101)

Queen Ribbon & Carbon Co., 1055 Stewart Ave., Garden City, N. Y.
Quest Mfg. Co., 220 W. Monroe St. Chicago, Ill.
Quick Point Pencil Co., 4020 Olive St., St. Louis, Mo.
Quigley Co., Glassport, Pa.

QUIGLEY FURNITURE CO., Whitesboro, N. Y.
(See advertisement on page 49)

R

R. C. Can Co., 101 Chambers St., St. Louis, Mo.
Radel Leather Mfg. Co., 445 Wilson Ave., Newark, N. J.
Radio Corporation of America, Camden, N. J.
Rampe Mfg. Co., 3320 St. Clair Ave., Cleveland 14, Ohio
Rand McNally & Co., P. O. Box 7600, Chicago 80, Ill.
Ranger Products Co., P.O. Box 312, Red Bank, N. J.
Rapid Roller Co., 2558 S. Federal St., Chicago 16, Ill.
Rapid Tag & Wire Co., 6601 Kelly St. Pittsburgh, Pa.
Rapidesign, Inc., P.O. Box 592, Glendale, Calif.
Rastetter, Louis, & Sons Co., 1300 Wall St., Fort Wayne, Ind.
Rate Service Bureau, The, 1020 S.W. Washington St., Portland 5, Ore.
Rauland Corp., 4245 N. Knox St., Chicago 41, Ill.
Rauschenberger, John, Co., 423 N. Plankington Ave., Milwaukee 1, Wis.
Raymond Co., Inc., 666 N. Lake Shore Dr., Chicago 11, Ill.
Reardon Products, 2109 S. Adams St., Peoria 2, Ill.
Reb-Wal Hunt Co., Box 208, Royal Oak, Mich.
Record Controls, Inc., 209 S. LaSalle St., Chicago 4, Ill.
Record Files, Inc., Wooster, Ohio
Recordak Corp., 444 Madison Ave., New York 22, N. Y.

RECORDPLATE CO., 16 E. Holly St., Pasadena 1, Calif.
(See advertisement on page 40)

Red Raven Rubber Co., 152 Sussex Ave., Newark, N. J.
Rediform Division, Moore Business Forms, Inc., 2233 University Ave., St. Paul 4, Minn.
Redigraph, Inc., 2323 Dartmouth Dr., Cincinnati 11, Ohio
Redington, J. P., & Co., Scranton 2, Pa.
Redi-Record Payroll Systems, 95 Madison Ave., New York 16, N. Y.
Redi-Record Products Co., 598 Broadway, New York 12, N. Y.
Reflector-Hardware Corp., 2245 S. Western Ave., Chicago 8, Ill.
Regal Typewriter Co., Inc., 200 Hudson Ave., New York 13, N. Y.
Regal & Wade Mfg., Inc., 58-16 57th Road, Maspeth, N. Y.
Regalia Mfg. Co., 4th Ave. & 21st St., Rock Island, Ill.
Regina Metal Products Corp., New Rochelle, N. Y.
Regna Cash Register, Inc., 175 Fifth Ave., New York 10, N. Y.

Reif, A., & Co., 1540 N. Franklin St., Philadelphia 22, Pa.
Reliable Stationers Specialties Co., 236 W. 26th St., New York, N. Y.
Reliable Textile Co., 216 W. Adams St. Chicago, Ill.
Reliable Typewriter & Adding Machine Co., 303 W. Monroe St., Chicago 6, Ill.
Reliance Pencil Corp., 22 S. Sixth Ave., Mount Vernon, N. Y.
Remington Rand Inc., 315 Fourth Ave., New York, N. Y.
Remle Corp., 138 E. Becher St., Milwaukee 7, Wis.
Repeat-O-Type Stencil Mfg. Co., 195 Chrystie St., New York 2, N. Y.
Repke, A. C., & Co., 2129 Grand River Ave., Detroit 1, Mich.
Replica Products Corp., 154 Nassau St., New York 38, N. Y.
Replogle Globes, Inc., 325 N. Hoyne Ave., Chicago 12, Ill.
Republic Seating Co., 1650 Broadway, New York, N. Y.
Rest-A-Phone Co., P.O. Box 8788, Portland 7, Ore.
Rest-A-While Couch Co., Locked Box 89, Ellenville, N. Y.
Reuben Co., 555 W. Jackson Blvd., Chicago 6, Ill.
Rex-O-Graph, Inc., 7836 W. Hicks St., Milwaukee 14, Wis.
Rex-Rotary Distributing Corp., 19 W. 31st St., New York 1, N. Y.
Revam Plastic Products Co., 546 W. Washington Blvd. Chicago 6, Ill.
Reynolds Electric Co., 3000 River Rd., River Grove, Ill.

REYBURN MFG. CO., INC., 16th St. and Indiana Ave., Philadelphia 32, Pa.
(See advertisement on page 222)

Reynolds & Reynolds Co., 800 Germantown St., Dayton 7, Ohio
Rhode Island Cardboard Co., Pawtucket, R. I.
Rhodes, James H., & Co., 157 W. Hubbard St., Chicago, Ill.
Ribbon & Ticker Paper Co., Paterson, N. J.
Rice Caster Co., 1224 Prospcet Ave., Cleveland 15, Ohio
Rishel, J. K., Furniture Co., 1201 W. Third St., Williamsport, Pa.
Ritchie, W. C., & Co., 3801 Baltimore Ave., Chicago 17, Ill.
Ritchie, W. H., Co., 2555 N. Sydenham St., Philadephia 32, Pa.
Rite-Craft Co., 520 Belden Ave., Chicago 14, Ill.
Riteform Chair Co., Inc., 2300 Ellis Ave., St. Paul, Minn.
Rite-Hear Phone Pad Co., First National-Soo Line Bldg., Minneapolis, Minn.

RITE-LINE CORP., 1025 15th St., N.W., Washington, D. C.
(See advertisement on page 73)

Rite-O, Inc., Martinsburg, W. Va.
Ritepoint Co., 4350 S. Kingshighway Blvd., St. Louis 9, Mo.
Rittenhouse Paper Co., 6405 S. Wentworth Ave., Chicago 21, Ill.
Rivet-O Mfg. Co., Orange, Mass.
Roaring Spring Blank Book Co., Roaring Spring, Pa.
Robbins & Myers, Inc., 1934 Clark Blvd., Springfield, Ohio
Robert Mfg. Co., 3761 N. Racine Ave., Chicago 13, Ill.
Robert-Murray Co., Inc., 13 W. 28th St., New York 1, N. Y.
Roberts, Cushman & Co., 10 Washington Place, New York 3, N. Y.
Roberts Numbering Machine Co., 700 Jamaica Ave., Brooklyn 8, N. Y.

ROBERTS, WELDON, RUBBER CO., 351 Sixth Ave., Newark 7, N. J.
(See advertisement on page 103)

Robertson, Theo. B., Products Co., Inc., 700 W. Division St., Chicago 10, Ill.
Robinson International Corp., 580 Fifth Ave., New York 19, N. Y.
Robinson Reminders, Westfield, Mass.
Robinson Tag & Label Co., 460 W. 34th St., New York 1, N. Y.
Robotyper Corp., 125 Allen St., E., Hendersonville, N. C.
Rochester Ribbon & Carbon Co., Inc., 100 Anderson Ave., Rochester 7, N. Y.
Rochester Wire-O Binding, Inc., 49 Andrews St., Rochester 14, N. Y.
Rock-et Tool Co., c/o Novard & Co., 405 Temple St., New Haven, Conn.
Rockford Show Case & Fixture Co., 1034 Elm St., Rockford, Ill.
Rockway Products Co., 8219 Almira Ave., Cleveland 2, Ohio

ROCKWELL-BARNES CO., 35 E. Wacker Dr., Chicago 1, Ill.
(See advertisements on pages 155, 179)

Rockwell Register Corp., Bellefontaine, Ohio
Rodefer Glass Co., Bellaire, Ohio
Roderick, Marcy F., Co., 3312 Lancaster Ave., Philadelphia 4, Pa.
Rogers Corp., Manchester, Conn.
Rogers Imports, Inc., 419 Fourth Ave., New York 16, N. Y.
Rogers Loose Leaf Co., 609 W. Lake St., Chicago, Ill.
Roll-a-Matic Label Co., Inc., 556 Mulberry St., Macon, Ga.

Rol-Dex Div., Watson Mfg. Co., Jamestown, N. Y.
Ronlite Co., Inc., 862 Sixth Ave., New York 1, N. Y.
Ronnie Products, Inc., 201 W. Elm St., Scranton 5, Pa.
Ronson Art Metal Works, Inc., 28 Aronson Square, Newark, N. J.
Roosen, H. D., Co., Inc., 41 E. 42nd St., New York 17, N. Y.
Roovers Bros., Inc., 150 Nassau St., New York, N. Y.
Rose Ribbon & Carbon Mfg. Co., Inc., Harrison, N. J.
Rosen, S., Mfg. Co., 616 Plant St., Utica 4, N. Y.
Rosenthal Co., 45 E. 17th St., New York, N. Y.
Ross-Gould Co., 309 N. Tenth St., St. Louis 1, Mo.
Ross-Martin Co., 423 E. Fourth St., Tulsa 1, Okla.
Rotary Pen Co., 149 Cator Ave., Jersey City, N. J.
Rotary Printing Co., The, Norwalk, Ohio
Rotodex Co., 3005 Elm St., Dallas, Tex.
Roto-Table Co., 79 S. Oak St., Ventura, Calif.

ROWLES, E. W. A., CO., Arlington Heights, Ill.
(See advertisement on page 157)

Rowley's Office Equipment Co., 227 Main St., La Crosse, Wis.
Royal Cushion Co., Inc., 71 Field St., Brockton, Mass.
Royal Imprints, Inc., Lewisburg, Pa.
Royal Index Tab Co., 62 Cooper Square, New York, N. Y.
Royal Metal Mfg. Co., 175 N. Michigan Ave., Chicago 1, Ill.
Royal Register Co., Nashua, N. H.
Royal Typewriter Co., Inc., 2 Park Ave., New York 16, N. Y.
Rudson-Wood, Inc., 15 W. 44th St., New York 18, N. Y.
Rumpp, C. F., & Sons, Fifth & Cherry Sts., Philadelphia, Pa.
Russell, F. L., Corp., Saugerties, N. Y.
Russell Pencil Co., 1219 Gardena Blvd., Gardena, Calif.
Rust Craft Publishers, Inc., 1000 Washington St., Boston, Mass.
Ruwe Pencil Co., 321 W. Putman Ave., Greenwich, Conn.
Ruxton Products, Inc., 6315 Warrick Ave., Cincinnati, Ohio
Rway, Inc., 107 Fourth Ave., New York 3, N. Y.

S

S-K Forms Co., 1619 Walnut St., Philadelphia 6, Pa.
S. & S. Distributing Co., 43 E. 59th St., New York 22, N. Y.
S. S. Artist Materials, Inc., 200 W. Ohio St., Chicago 10, Ill.
Safeguard Corp., Lansdale, Pa.
Safe-T-Point Co., 2275 Third Ave., New York, N. Y.
Safex Co., Inc., 225 Fifth Ave., New York 10, N. Y.
Safford Stamp Works, 205 W. Madison St., Chicago, Ill.

SAINBERG & CO., INC., 37 W. 26th St., New York 10, N. Y.
(See advertisement on page 79)

St. Louis Button Co., 415 Lucas Ave., St. Louis 2, Mo.
St. Louis Crayon & Handle Co., 304 S. Eighth St., St. Louis 2, Mo.
St. Louis Hardware Mfg. Co., 1519 N. 18th St., St. Louis, Mo.
St. Louis Sticker Co., 1906 Pine St., St. Louis 3, Mo.

ST. MARKS METAL PRODUCTS, INC., 1709 St. Marks Ave., Brooklyn 33, N. Y.
(See advertisement on page 108)

Sales Record Publishing Co., 11 Park Place, New York, N. Y.
Salisbury Mfg. Co., P.O. Box 1523, Providence, R. I.
Salomon, A. L., & Co., 257 Fourth Ave., New York, N. Y.
Salsbury Corp., 1161 E. Florence St., Los Angeles 1, Calif.
Samson United Corp., 1700 University Ave., Rochester 10, N. Y.
Sanders Mfg. Co., Sanders Block, Nashville, Tenn.
Sanford Ink Co., 2740 Washington Blvd., Bellwood, Ill.
Sapphire Products, 20 W. 22nd St., New York, N. Y.
Sarasam Corp., 201-207 Front Ave., N.W., Grand Rapids 2, Mich.
Sargent & Co., Bernard Bldg., New Haven, Conn.
Sarvis Mfg. Co., Lansing, Mich.
Sattley Co., 657 Mt. Elliott Ave., Detroit, Mich.
Savasort Co., P.O. Box 2428, West Palm Beach, Fla.
Saxon Paper Corp., 240 W. 18th St., New York 11, N. Y.

SCERBO, FRANK, & SONS, INC., 536 Pearl St., New York 7, N. Y.
(See advertisement on page 158)

Schacht Rubber Mfg. Co., Huntington, Ind.
Schatz Mfg. Co., West Poughkeepsie, N. Y.
Schedule-A-Date Calendar Co., 310 E. State St., Ithaca, N. Y.
Schell Leather Goods Co., 2965 Central Parkway, Cincinnati, Ohio
Schermack Products Corp., 1164 W. Baltimore Ave., Detroit, Mich.
Schlegel Mfg. Co., 277 N. Goodman St., Rochester 7, N. Y.
Schlosser Mfg. Co., 207 W. 25th St., New York, N. Y.
Schroeder & Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Mo.
Schwaab Stamp & Seal Co., 547 N. Water St., Milwaukee, Wis.

SCHWAB SAFE CO., Lafayette, Ind.
(See advertisement on page 202)

Schwartz Chemical Co., 326 W. 70th St., New York 23, N. Y.
Scott, Foresman & Co., 433 E. Erie St., Chicago 11, Ill.
Scott, L. E., Co., Inc., Warren, R. I.
Scott Paper Co., Chester, Pa.
Scott Publications, Inc., 580 Fifth Ave. New York, N. Y.
Scott-Rice Co., 610 S. Main St., Tulsa 3, Okla.
Scribe Corp., 2835 N. Kedize Ave., Chicago, Ill.
Scriptex Products Co., Inc., 513 S. Second St., Philadelphia, Pa.
Scripto, Inc., P.O. Box 4847, Atlanta 2, Ga.
Scriptomatic, Inc., 300 N. 11th St., Philadelphia 7, Pa.
Seaburg Mfg. Co., 250 Crescent St., Jamestown, N. Y.
Seal, Inc., Shelton, Conn.
Seal-O-Matic Machine Mfg. Co., Inc., South Hackensack, N. J.
Seatmaster Co., 2635 S. Wabash Ave., Chicago, Ill.
Sect-O-Desk Sales Corp., 350 Morgan Ave., Brooklyn 6, N. Y.
Security Certifier Co., 5 Beekman St., New York 7, N. Y.

SECURITY STEEL EQUIPMENT CORP., Avenel, N. J.
(See advertisement on page 24)

Sefer Publishing & Bookbinding Co., Inc., 176 Park Row, New York, N. Y.
Sefton Fibre Can Co., 3275 Big Bend Blvd., St. Louis 17, Mo.
Sekine, I., Co., Inc., 232 Madison Ave., New York 16, N. Y.
Select-A-Line Co., 6523 Euclid Ave., Cleveland 3, Ohio
Self Winding Clock Co., Inc., Grand and Willoughby Aves., Brooklyn, N. Y.
Sell Corp., 500 S. Clinton St., Chicago 6, Ill.
Semon Bache & Co., (See Bache, Semon & Co.)
Seneca Novelty Co., Inc., 201 Fall St., Seneca Falls 10, N. Y.
Seng Co., 1450 N. Dayton St., Chicago 22, Ill.

SENGBUSCH SELF-CLOSING INKSTAND CO., 2222 W. Clybourn St., Milwaukee 3, Wis.
(See advertisement on page 83)

Serolite Corp., 11 White St., New York 13, N. Y.
Servel, Inc., Chiller St., Evansville 20, Ind.

SERVICE PRODUCTS DIV., Woodall Industries, Inc., 3500 Oakton St., Skokie, Ill.
(See advertisement on page 174)

Service Steel Products Corp., 914 W. North Ave., Chicago 22, Ill.
Sessions Clock Co., Forestville, Conn.
Seth Thomas Clocks, Thomaston, Conn.
Seymour Conover Co., 320 Broadway, New York 7, N. Y.
Seymour Products Co., Seymour, Conn.

SHALLCROSS CO., 48th St. & Grays Ferry Rd., Philadelphia 43, Pa.
(See advertisement on page 98)

Shank Leather Goods Co., 230 Fifth Ave., New York 1, N. Y.
Shaw-Walker Co., Muskegon, Mich.
Sheaffer, W. A., Pen Co., Fort Madison, Iowa
Shedd-Brown Mfg. Co., 2520 Park Ave., Minneapolis, Minn.
Shelby Salesbook Co., Shelby, Ohio
Shelbyville Desk Co., Shelbyville, Ind.
Sheldon, E. H., Equipment Co., Muskegon, Mich.
Shellmar Products Corp., Mount Vernon, Ohio
Shelton Tack Co., Shelton, Conn.
Shepard Engineering Co., 912 N. Market St., St. Louis 6, Mo.

SHEPHERD CHAIR CO., 1912 Main St., Melrose Park, Ill.
(See advertisement on page 62)

Sheppard, C. E., Co., 44-07 21st St., Long Island City 1, N. Y.
Sheppard Envelope Co., 1 Worcester Terrace, Worcester 4, Mass.
Sherick, Harry C., 210 E. Fourth St., Cincinnati, Ohio
Sheridan & Nichol, Inc., 64 Murray St., New York, N. Y.
Sherman-Manson Corp., St. Marys, Ohio
Sherman-Reynolds, Inc., 415 N. Aberdeen St., Chicago 22, Ill.
Sherwin-Williams Co., 101 Prospect Ave., N.W., Cleveland, Ohio
Shipman-Ward Mfg. Co., 325 N. Wells St., Chicago 10, Ill.
Shredmaster Corp., 205 Willoughby Ave., Brooklyn 5, N. Y.
Shuman, Frank G., Co., 600 W. Jackson Blvd., Chicago 6, Ill.
Shwayder Bros., Inc., 1050 S. Broadway, Denver, Colo.
Sibley, Edward L., Mfg. Co., Inc., Bennington, Vt.
Sight Light Corp., 22 W. Putnam Ave., Greenwich, Conn.
Signal Electric Mfg. Co., Menominee, Mich.
Signature Co., 25 S. William St., New York, N. Y.
Sikes Co., Inc., 20 Churchill St., Buffalo 7, N. Y.
Silvestri Art Mfg. Co., 1147 W. Ohio St., Chicago 22, Ill.
Silvray Lighting, Inc., 1270 Sixth Ave., New York, N. Y.
Simon Products Co., 900 W. Van Buren St., Chicago 7, Ill.
Simon & Schuster, 630 Fifth Ave., New York, N. Y.
Simonsville Mfg. Co., Waterbury, Conn.
Simpla Research and Mfg. Co., Inc., 427 4th Ave., New York 16, N. Y.
Simplex Gold Stamping Press Co., 55 W. 42nd St., New York 18, N. Y.
Simplex Time Recorder Co., Gardner, Mass.
Simplophone Corp., 342 Madison Ave., New York, N. Y.
Simpson, Mark, Mfg. Co., Inc., 32-28 49th St., Long Island City 3, N. Y.
Sinclair & Valentine Co., 611 W. 129th St., New York 27, N. Y.
Sjostrom, John E., Co., 1719 N. Tenth St., Philadelphia, Pa.
Skinner & Kennedy Co., 416 N. Fourth St., St. Louis 2, Mo.
Slencil Co., Orange, Mass.

Sloane-Blabon Corp., 295 Fifth Ave., New York, N. Y.
Sloane, W. & J., 575 Fifth Ave., New York, N. Y.

SMEAD MFG. CO., INC., Hastings, Minn.
(See advertisements on pages 133, 134)

Smiley & Co., 234 S. Franklin St., Chicago, Ill.
Smith, Alexander, & Sons Carpet Co., 525 N. Broadway, White Plains, N. Y.
Smith, Charles C., Co., Exeter, Nebr.
Smith, H. E., Co., 135 S. 15th St., Newark 7, N. J.
Smith, Hurley, 850 W. Ionia St., Lansing 15, Mich.
Smith, L. C., & Corona Typewriters, Inc., 701 E. Washington St., Syracuse 1, N. Y.
Smith Mfg. Co., 525 S. Dearborn St., Chicago 5, Ill.

SMITH METAL ARTS CO., INC., 1721 Elmwood Ave., Buffalo 7, N. Y.
(See advertisement on page 81)

Smith, R. H., Mfg. Co., 34 Front St., Indian Orchard, Mass.
Smith, S. K., Co., 2857 N. Western Ave., Chicago 18, Ill.
Smith System Heating Co., 212 S.E. Ontario St., Minneapolis, Minn.
Smith, W. Ray, Co., P.O. Box 183, Cedar Falls, Iowa
Smith, Wm. M., Co., 20 Ferguson Ave., Broomall, Pa.
Smokador Mfg. Co., Inc., 52 Nelson St., Bloomfield, N. J.

SMO-KING PRODUCTS, INC., 111 Pioneer St., Brooklyn 31, N. Y.
(See advertisement on page 28)

Snapout Forms Co., 10525 Carnegie Ave., Cleveland 6, Ohio
Sneath Glass Co., Hartford City, Ind.
Snelling & Son, 225 34th St., Brooklyn 32, N. Y.
Soabar Co., 5813 Erdrick St., Philadelphia 24, Pa.
Solar-Sturges Mfg. Co., 25th Ave. and N.W.R.R., Bellwood, Ill.
Sondon Systems Corp., P.O. Box No. 312, Red Bank, N. J.
Sortergraf Co., 4044 W. Jefferson Ave., Detroit, Mich.
SoundScriber Corp., 146 Munson St., New Haven 4, Conn.
Southern Desk Co., Hickory, N. C.
Southern Folder & Index Co., Inc., El Dorado, Ark.
Southern Friction Materials Co., Specialty Mfg. Division, Charlotte 1, N. C.
Southern Paper Products Co., 2014 1st Ave., N., Birmingham, Ala.
Southern Pen Co., 16 N. Union St., Petersburg, Va.
Southern Skein & Foundry Co., 2915 Eighth Ave., Chattanooga 7, Tenn.
Southern Straw Mfg. Co., 215 Spring St., S.W., Atlanta, Ga.
Southworth Co., West Springfield, Mass.
Southworth Machine Co., Portland, Me.
Souvenir Lead Pencil Co., 202 F. Ave., N.W., Cedar Rapids, Iowa
Sparkes Products Co., 11 Commerce St., Newark, N. J.
Sparky Specialties, Inc., 485 N. Milwaukee Ave., Chicago 10, Ill.
Sparkle-Type, Capitol Station, Albany, N. Y.
Spartan Electric Co., 255 N. Union St., Rochester, N. Y.
Spaulding Fibre Co., Inc., 310 Wheeler St., Tonawanda, N. Y.
Specialty Ink Co., Inc., 46 New Chambers St., New York 7, N. Y.
Speed Key Corp., 245 Ralph Ave., Brooklyn 33, N. Y.

SPEED PRODUCTS CO., INC., 32-01 Queens Blvd., Long Island City 1, N. Y.
(See advertisement on page 209)

Speed-O-Matic Co., 7771 Santa Monica Blvd., Los Angeles 46, Calif.
Speed-O-Print Corp., 1801 W. Larchmont Ave., Chicago 13, Ill.
Speedo-Sort Co., 4016 N. Harding Ave., Chicago 18, Ill.
Speedry Products, Inc., 91-31 121st St., Richmond Hill 18, N. Y.
Speedway Mfg. Co., 1834 S. Laramie Ave., Cicero, Ill.
Speidel, Charles W., & Co., 614 Balto Ave., Fernwood, Pa.
Spence Furniture Co., Spring Garden at Oakland Ave., Greensboro, N. C.
Spencer Rubber Products Co., Manchester, Conn.
Spencer, S. M., Mfg. Co., 3 Cornhill St., Boston 8, Mass.
Spencerian Pen Co., 434 Broadway, New York 13, N. Y.
Sperry, John H., Co., Inc., 85a Purchase St., Boston, Mass.
Spies, John N., Mfg. Co., 146 Main St., Watertown, N. Y.
Spiral Binding Co., Inc., 406 W. 31st St., New York, N. Y.
Spiritform Co., 612 W. Lake St., Chicago, Ill.
Sponge Rubber Products Co., Shelton, Conn.
Springer Industries, Inc., 31-28 Queens Blvd., Long Island City 1, N. Y.
Springfield Leather Products Co., 240 N. Fountain Ave., Springfield, Ohio
Springfield Manifold Co., 221 S. Fourth St., Springfield, Ill.
Spurgin Mfg. Co., 7011 S. Vincennes Ave., Chicago, Ill.
Squires, Fred Albert, 200 Fifth Ave., New York 10, N. Y.
Squires Inkwell Co., P. O. Box 7816, Pittsburgh, Pa.

STACOR EQUIPMENT CO., 770 E. New York Ave., Brooklyn 3, N. Y.
(See advertisement on page 97)

STAEDTLER, J. S., INC., 55 Worth St., New York 13, N. Y.
(See advertisement on page 183)

Stafford Mfg. Co., Inc., 145 58th St., Brooklyn 20, N. Y.
Stafford, N., Co., 120 Fulton St., New York, N. Y.
Stafford, S. S., Inc., 609 Washington St., New York 14, N. Y.
Stakmore Co., Inc., Owego, N. Y.
Standard Brief Case Co., Inc., 71 Fifth Ave., New York, N. Y.
Standard Crayon Mfg. Co., Danvers, Mass.

STANDARD DIARY CO., 26 Blackstone St., Cambridge 39, Mass.
(See advertisement on page 94)

Standard Duplicating Machines Corp., 1935 Revere Beach Parkway, Everett 49, Mass.
Standard Electric Time Co., 85 Logan St., Springfield, Mass.
Standard Envelope Mfg. Co., 1600 E. 30th St., Cleveland, Ohio

STANDARD FURNITURE CO., Herkimer, N. Y.
(See advertisement on page 85)

Standard Index Card Co., 707 Arch St., Philadelphia, Pa.
Standard Industrial Products Co., 1710 Main St., Peoria, Ill.
Standard-Johnson Co., 371 Pacific St., Brooklyn, N. Y.
Standard Leather Products, Inc., 2341 Wabansia Ave., Chicago 47, Ill.
Standard Manifold Co., 333 W. Lake St., Chicago 6, Ill.
Standard Mfg. Co., Cambridge City, Ind.
Standard Paper Mfg. Co., Hull and Cooke Sts., Richmond, Va.
Standard Pressed Steel Co., Jenkintown, Pa.
Standard Record Co., 50-18 Vernon Blvd., Long Island City 1, N. Y.
Standard Register Co., 626 Albany St., Dayton, Ohio
Standard-Toch Chemicals, Inc., 2600 S. Federal St., Chicago, Ill.
Stanley Greetings, Inc., 1752 Stanley St., Dayton, Ohio
Stanley Mfg. Co., 2310 N. Main St., Fort Worth, Tex.

STANSTEEL CORP., 117-20 14th Rd., College Point, L. I., N. Y.
(See advertisement on page 48)

Staplex Co., 70 Jay St., Brooklyn 1, N. Y.
Star Chemical Co., Inc., 4500 W. Cermak Road, Chicago 23, Ill.
Star Loose Leaf Co., Inc., 165 Duane St., New York 13, N. Y.
Star Office Accessories Co., 555 E. Tremont Ave., Bronx 57, N. Y.
Star Pin Co., Shelton, Conn.

STARK CALENDARS, INC., 100 Bissell St., Joliet, Ill.
(See advertisement on page 50)

Starkey Chemical Process Co., 1615 Genesee St., Kansas City 15, Mo.
Staron Products, Inc., 125 Stockton St., Newark 5, N. J.
Starr Pen Co., 900 N. Franklin St., Chicago, Ill.
Starrett, L. S., Co., Athol, Mass.
Stationers Guild of America, 1421 Chestnut St., Philadelphia 2, Pa.
Stationers Loose Leaf Co., 524 N. Broadway, Milwaukee 1, Wis.
Stationers Mfg. Co., 1414 W. Tucker St., Fort Worth, Tex.
Stationers Specialty Corp., 19 W. 21st St., New York 10, N. Y.

STATIONERS SUPPLY CORP., 82 Wall St., New York 5, N. Y.
(See advertisement on page 191)

Sta-Tray Co., 45 Church St., Paterson, N. J.
Stauder Engraving Co., 4130 W. Belmont Ave., Chicago 41, Ill.
StaZon Co., 1006½ North Blvd., Oak Park, Ill.
Steel Fixture Mfg. Co., The, Topeka, Kans.
Steel Furniture Mfg. Co., Bonita Ave., Baldwin Park, Calif.

STEEL PARTS MFG. CO., 4630 W. Harrison St., Chicago 44, Ill.
(See advertisement on page 110)

Steel Service Mfg. Co., Steubenville, Ohio
Steelware Mfg. Corp., 12530 Yukon Ave., Hawthorne, Calif.
Stefaniak, T. C., 2018 Berkshire, South Pasadena, Calif.

STEIN BROS. MFG. CO., 1401 W. Jackson Blvd., Chicago 7, Ill.
(See advertisement on page 43)

Stellar Tool & Mfg. Co., Inc., 93-34 170th St., Jamaica, L. I., N. Y.

STEMPEL MFG. CO., 2830 Roberta St., Dallas 16, Tex.
(See advertisement on page 225)

Stenhouse, A., & Co., 6910 S. Carpenter St., Chicago 21, Ill.
Stenno Ribbon & Carbon Mfg. Co., 3207 S. W. First Ave., Portland, Ore.
Stenographic Machines, Inc., 318 S. Michigan Ave., Chicago, Ill.
Stenotype Co., 417 S. Dearborn St., Chicago, Ill.
Stenotype Supplies Co., 220 E. Ohio St., Indianapolis 6, Ind.
Sterling Plastics Co., Union, N. J.
Stewart, G. S., Co., Norwalk, Ohio,

STEWART, R. A., & CO., INC., 80 Duane St., New York 7, N. Y.
(See advertisements on pages 196, 197)

Stimpson, Edwin B., Co., 70 Franklin Ave., Brooklyn, N. Y.
Store-Kraft Mfg. Co., Beatrice, Nebr.
Storms, H. M., Co., 561 Grand Ave., Brooklyn 16, N. Y.
Stow & Davis Furniture Co., 80 Front Ave., S.W., Grand Rapids 4, Mich.
Stratford Pen Corp., 44 W. 28th St., New York 1, N. Y.
Strathmore Paper Co., West Springfield, Mass.
Strayer Coin Bag Co., New Brighton, Pa.
Streit, C. F., Mfg. Co., 1104 Kenner St., Cincinnati, Ohio
Strickler, Carl E., & Co., Highland Park, Ill.
Stromberg Time Corp., 109 Lafayette St., New York 13, N. Y.
Stuart Greetings, Inc., 325 W. Randolph St., Chicago, Ill.
Sturges Mfg. Co., Sunset & R. R. Ave, Utica, N. Y.

STURGIS POSTURE CHAIR CO., 154 E. Erie St., Chicago 11, Ill.
(See advertisement on page 64)

Style-Crafters, Inc., P. O. Box 2148, Greenville, S. C.
Stylograph Corp., 205 W. Main St., Rochester 4, N. Y.
Sufrin, I. & M., 1207 Muriel St., Pittsburgh 3, Pa.
Sun Glo Studios, 225 Fifth Ave., New York 10, N. Y.
Sun Rubber Co., Barberton, Ohio
Sunroc Co., Glen Riddle, Pa.

Sunset-McKee Co., 2101 Livingston Ave., Oakland, Calif.
Superior Business Machines, Inc., 307 Fifth Ave., New York 16, N. Y.
Superior Household Mfg Co., 350 W. Ontario St., Chicago 10, Ill.
Superior Marking Equipment Co., 1800 W. Larchmont Ave., Chicago 13, Ill.
Superior Plastics, Inc., 426 N. Oakley Blvd., Chicago 12, Ill.
Supersine Co. of America, 200 Murray St., Ft. Wayne 5, Ind.
Supra Pencil Co., 149 Broadway, New York 6, N. Y.
Supreme Leather Goods Co., 560 W. Lake St., Chicago 6, Ill.
Supreme Mfg. Co., 132 N. Market St., Wichita, Kans.
Supreme Steel Products, Inc., 52-55 74th St., Maspeth, L. I., N. Y.
Sutton, O. A., Corp., 1812 W. Second St., Wichita, Kans.
Svoboda Church Furniture Co., Inc., Kewaunee, Wis.
Swan Pencil Co., Inc., 221 Fourth Ave., New York 3, N. Y.
Swanson Machine Corp., Jamestown, N. Y.
Swedish Venetian Blind Co., North Bergen, N. J.
Sweeney, Joseph Lee, 372 4th Ave. New York, N. Y.
Swift & Anderson, Inc., 952 Dorchester Ave., Boston 25, Mass.
Swift Business Machines Corp., Great Barrington, Mass.
Swivelier Co., 30 Irving Place, New York 3, N. Y.
Sylvania Electric Products, Inc., 1740 Broadway, New York, N. Y.
Systems, Inc., 4856 N. Hoyne Ave., Chicago 25, Ill.

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Tablet & Ticket Co., 1021 W. Adams St., Chicago 7, Ill.
Tab-Tex Corp., 133 Green St., New York, N. Y.
Talk-A-Phone Co., 1512 S. Pulaski Road, Chicago 23, Ill.
Takapart Products Co., Babylon Turnpike, Freeport, L. I., N. Y.
Tallman, Robbins & Co., 314 W. Superior St., Chicago 10, Ill.
Tammi Safe & Vault Co., 216 E. Lincoln Ave., Milwaukee 7, Wis.
Tape, Inc., 1706 S. Broadway, Green Bay, Wis.

TAPE MARK CO., 323 Cedar St., St. Paul, Minn.
(See advertisement on page 223)

Tapex Corp., 217 Astor St., Newark 5, N. J.
Tauber Plastics, Inc., 200 Hudson St., New York 13, N. Y.
Taubman, Samuel, Inc., 1 W. 34th St., New York 1, N. Y.
Tauck, Arthur C., & Co., 402 Thornden St., South Orange, N. J.
Tavella Sales Co., 23 W. Broadway, New York 7, N. Y.
Tax Digest, 15 E. 26th St., New York, N. Y.
Taylor Chair Co., Bedford, Ohio
Taylor Instrument Co., 95 Ames St., Rochester, N. Y.
Taylor, R. A., Corp., 1917 Vine St., Cincinnati 10, Ohio
Taylor-Stiles & Co., 1 Bridge St., Riegelsville, N. J.
Technygraph Co., 147 Waukegan Rd., Techny, Ill.
TelaTotal Sales Co., Hanna Building, Cleveland 15, Ohio
TelAutograph Corp., 16 W. 61st St., New York 23, N. Y.
Telechron Dept., General Electric Co., Ashland, Mass.
Tele-Cide Chemical Corp., 1060 Myrtle Ave., Brooklyn 6, N. Y.
Telephone Devices Co., Inc., 10 E. 43rd St., New York, N. Y.
Telescope Folding Furniture Co., Inc., Granville, N. Y.
Tele-Tray Corp., 6007 Euclid Ave., Cleveland 3, Ohio
Teletype Corp., 1400 Wrightwood Ave., Chicago 14, Ill.
Tell City Chair Co., Tell City, Ind.
Tell City Desk Co., Tell City, Ind.
Temprite Products Corp., East Maple Rd., Birmingham, Mich.
Tenacity Mfg. Co., Cooper & Hosea Sts., Lockland, Cincinnati 15, Ohio
Tengwall Co., 1308 N. Halsted St., Chicago, Ill.
Tenner-Anderson Co., 7 W. Madison St., Chicago 3, Ill.
Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo.
Tested Products Co., 2082 E. 4th St., Cleveland 15, Ohio
Testworth Laboratories, Inc., 407 S. Dearborn St., Chicago 5, Ill.
Textile Products Co., 3341 N. Halsted St., Chicago 13, Ill.
Textileather Corp., 607 Madison St., Toledo, Ohio
Thilmany Pulp & Paper Co., Kaukauna, Wis.
Thomas Furniture Co., High Point, N. C.
Thomas Mfg. Co., 4930 W. Chicago Ave., Chicago 51, Ill.
Thomas Mechanical Collator Corp., 30 Church St., New York 7, N. Y.
Thomases & Co., 304 Ninth St., Jersey City 2, N. J.
Thompson Tool & Mfg. Co., 2646 W. North Ave., Chicago 47, Ill.
Thonet Industries, Inc., 1 Park Ave., New York 16, N. Y.
Tiffany Stand Co., Poplar Bluff, Mo.
Timberlake, J. B., & Sons, Jackson, Mich.
Time, Date and Number, Inc., 298 Broadway, New York 7, N. Y.
Time Saving Specialties, 706 New York Life Bldg., Minneapolis 2, Minn.
Time-It Corp., Stony Brook, N. Y.
Times Facsimile Corp., 540 W. 58th St., New York, N. Y.
Tip Top Mfg. Co., 818 Park St., Syracuse, N. Y.
Todd Co., Inc., 1150 University Ave., Rochester 7, N. Y.

TOLEDO GUILD PRODUCTS, INC., 515 Madison Ave., Toledo 4, Ohio
(See advertisement on page 208)

Toledo Metal Furniture Co., 1100 Hastings St., Toledo 7, Ohio
Toledo Scale Co., 1009 Telegraph Rd., Toledo 12, Ohio
Toledo Woodworks Co., 1908 Canton St., Toledo 2, Ohio
Top Flight Products Co., Inc., 6224 S. Oakley Ave., Chicago 36, Ill.
Topflight Tape Co., 116 E. Market St., York, Pa.

"TOPS" BUSINESS FORMS, 107 N. Wacker Dr., Chicago 6, Ill.
(See advertisement on page 140)

Tork Clock Co., Inc., Mt. Vernon, N. Y.
Transkrit Corp., 704 Broadway, New York 3, N. Y.
Transparent Specialties Corp., 3828 E. 91st St., Cleveland, Ohio
Transo Envelope Co., 3542 N. Kimball Ave., Chicago, Ill.
Trend Clocks, Inc., Zeeland, Mich.
Tri-Boro Enterprises, Inc., 102-15 44th Ave., Corona, N. Y.
Trig-A-Tape Corp., 117-02 New York Blvd., Jamaica 5, N. Y.
Triner Scale & Mfg. Co., 2714 W. 21st St., Chicago 8, Ill.
Triometric, Inc., 711 Penn Ave., Pittsburgh, Pa.
Tri-Par Mfg. Co., Inc., 1712 N. Kilbourn Ave., Chicago, Ill.
Troy Sunshade Co., Troy, Ohio
Tru-Rite, Inc., 116 Broad St., New York 4, N. Y.
Trussell Mfg. Co., Inc., 192 Cottage St., Poughkeepsie, N. Y.
Tubbs Cordage Co., 200 Bush St., San Francisco, Calif.
Tubecrafters Sales Division, 911 Walnut St., Philadelphia 7, Pa.
Tubular Specialty Mfg. Co., 1928 Stanley Ave., Detroit 8, Mich.
Tucker-Dorsey Mfg. Corp., 2100 Fletcher Ave., Indianapolis, Ind.
Turner Devices, Inc., 2500 Baldwin Ave., St. Louis, Mo.
Turner & Harrison Pen Mfg. Co., Inc., 1211 Spring Garden St., Philadelphia 23, Pa.

TWEETEN FIBRE CO., 2029 W. Fulton St., Chicago, Ill.
(See advertisement on page 184)

TWENTIETH CENTURY CO., 542 S. Dearborn St., Chicago 5, Ill.
(See advertisement on page 49)

Tyer Rubber Co., Andover, Mass.
Typewriter Accessories Co., 157 Livingston St., Brooklyn 2, N. Y.
Typewriter Equipment Co., Inc., 409 Lafayette St., New York 3, N. Y.

U

Uarco, Inc., 5000 S. California Ave., Chicago 32, Ill.
U-File-M Binder Mfg. Co., Inc., 200 Gifford St., Syracuse, N. Y.
Ullman Sigmund Co., 10th St. and 44th Ave., Long Island City, N. Y.
Ullrich, J., & Co., 161 Washington St., New York, N. Y.
Ulrich Planfiling Equipment Co., 421 Murray Ave., Jamestown, N. Y.

UNDERWOOD CORP., 1 Park Ave., New York 16, N. Y.
(See advertisement on back cover)

Underwood, John, & Co., 30 Vesey St., New York, N. Y.
Uniflow Mfg. Co., Erie, Pa.
Union Bag & Paper Corp., Woolworth Bldg., New York, N. Y.
Union Fountain Pen Co., Inc., 79 Fifth Ave., New York, N. Y.
Union Pencil Co., Inc., 387 Broadway, New York 13, N. Y.
Union Pin Co., Winsted, Conn.
Union Ribbon & Carbon Co., 67 Laurel St., Philadelphia, Pa.
Union Rubber & Asbestos Co., 232 Allen St., Trenton 6, N. J.
Union Steel Chest Corp., Le Roy, N. Y.
Union Steel Products Co., Albion, Mich.
Unique Printed Products Co., 2250 N. 13th St., Terre Haute, Ind.
United Cork Companies, South Kearny, N. J.

UNITED CUTLERY & HARDWARE PRODUCTS CO., 108 E. 16th St., New York 3, N. Y.
(See advertisement on page 203)

United Elastic Corp., Easthampton, Mass.
United Metal Box Co., Inc., 168 7th St., Brooklyn 15, N. Y.
U. S. Air Conditioning Corp., 2564 Como Ave., St. Paul, Minn.
U. S. Bronze Sign Co., Inc., 570 Broadway, New York 12, N. Y.
U. S. Chaircraft Mfg. Corp., 225 Belleville Ave., Bloomfield, N. J.
U. S. Changeable Sign Co., 535 Broadway, New York, N. Y.
U. S. Envelope Co., Springfield, Mass.
U. S. Fingerprint Products, Inc., RFD 1, Smithville, Mo.
U. S. Lace Paper Works, 417 Union Ave., Brooklyn, N. Y.
U. S. Luggage & Leather Products Co., 29 W. 34th St., New York 1, N. Y.
U. S. Mailing Case Co., P. O. Box 310, Lowell, Mass.
U. S. Pencil Co., Inc., 100 Fifth Ave., New York, N. Y.
U. S. Plywood Corp., 55 W. 44th St., New York, N. Y.
U. S. Rubber Co., Coated Fabrics Dept., Mishawaka, Ind.
U. S. Stoneware Co., 5300 E. Tallmadge Ave., Akron, Ohio
U. S. Time Corp., Waterbury, Conn.

U. S. TYPEWRITER RIBBON MFG. CO., 621 Cherry St., Philadelphia 6, Pa.
(See advertisements on pages 55, 193)

U. S. Victor Fountain Pen Co., Inc., 225 Lafayette St., New York 12, N. Y.
Universal Fountain Brush Co., P.O. Box 295, St. Petersburg, Fla.

Universal Fountain Pen & Pencil Co., 146 W. 26th St., New York 1, N. Y.
Universal Index Tab Co., 2729 Second Ave., Seattle 1, Wash.
Universal Manufacturing Stationers, Inc., 212 S. Los Angeles St., Los Angeles 12, Calif.
Universal Pad & Tablet Corp., 15 Park Row, New York, N. Y.
Universal Shredder Co., Saginaw, Mich.
Universal Steel Equipment Corp., 32-33 47th Ave., Long Island City, N. Y.
University of Chicago Press, 5801 S. Ellis Ave., Chicago, Ill.
University of Illinois Press, Urbana, Ill.

V

V. & E. Mfg. Co., 766 S. Fair Oaks Ave., Pasadena, Calif.

VAIL MFG. CO., 900 E. 95th St., Chicago 19, Ill.
(See advertisement on page 214)

VALCO CO., 1311-15 Ann Ave., St. Louis 4, Mo.
(See advertisement on page 73)

VALENTINE SAFE & LOCK WORKS, La Porte, Ind.
(See advertisement on page 202)

Valley Forge Flag Co., Spring City, Pa.
Valley Paper Co., Holyoke, Mass.
Van Dyke Industries, Inc., 2559 W. 21st St., Chicago 8, Ill.
Van Norman Molding Co., 4631 Cottage Grove Ave., Chicago 15, Ill.
Van Valkenberg, L. D., Co., 25 Montgomery St., Holyoke, Mass.
Vanella, C. J., & Co., Inc., 257 William St., New York, N. Y.
Vanguard Engineering & Mfg. Co., 53 W. Jackson Blvd., Chicago 4, Ill.

VANPE, INC., 4615 S. State St., Chicago,
(See advertisement on page 219)

Vari-Color Duplicator Co., 435 S. Lincoln, Shawnee, Okla.
Varigraph Co., Inc., P. O. Box 690, Madison, Wis.
Veeder-Root, Inc., 70 Sargeant St., Hartford 2, Conn.
Veet Industries, 25753 Groesbeck Hwy., East Detroit, Mich.
Veri-Nu Products Co., 700 S. Palm Ave., Alhambra, Calif.
Vernon, S. E. & M., Inc., 65 Duane St., New York 7, N. Y.
Versen, Kurt, Lamps, Inc., 4 Slocum Ave., Englewood, N. J.

VEVIER LOOSE-LEAF CO., 2533 Sullivan Ave., St. Louis 7, Mo.
(See advertisement on page 34)

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.
Victor Electric Products, Inc., 2950 Robertson Rd., Cincinnati 9, Ohio

VICTOR SAFE & EQUIPMENT CO., INC., North Tonawanda, N. Y.
(See advertisement on pages 105, 117, 166, 187, 202, 206, 215, 229)

Victorian Pencil Co., 14 Catherine St., New York 2, N. Y.
Victory Mfg. Co., 1722 W. Arcade Place, Chicago, Ill.
Viking Air Conditioning Corp., 5601 Walworth Ave., Cleveland, Ohio
Viking Specialty Co., 530 Golden Gate Ave., San Francisco, Calif.
Vimco Mfg. Co., Inc., 105 Brayton St., Buffalo 13, N. Y.
Virginia Metal Products Corp., Orange, Va.
Virtue Bros. Mfg. Co., 5701 W. Century Blvd., Los Angeles 45, Calif.
Visirecord, Inc., 801 Second Ave., New York 17, N. Y.
Visual Planning Equipment Co., Inc., Penn Ave. at River, Oakmont, Pa.
Vita Specialties Co., 693 Broadway, New York 12, N. Y.
Vocaline Co. of America, Inc., Old Saybrook, Conn.
Vogel-Peterson Co., 1127 W. 37th St., Chicago 9, Ill.
Volger, B. G., Mfg. Co., Inc., 278 Main Ave., Passaic, N. J.
Volland, P. F., Co., 8 Richards St, Joliet, Ill.
Voos Co., 161 Porter St., New Haven 11, Conn.
Vue-Fax Corp., 90 Gold St., New York 38, N. Y.

W

Wabash Filing Supplies, Inc., Wabash, Ind.
Wabash Metal Products Co., P.O. Box 305, Wabash, Ind.

WACO PRODUCTS, INC., 2054 W. Grand Ave,. Chicago 12, Ill.
(See advertisement on page 73)

Wagner, Walter, Corp., 1132 E. Ridgewood Ave., Ridgewood, N. J.
Walbuck Crayon Co., Andover, Mass.
Waldes Kohinoor, Inc., Austil Place, Long Island City, N. Y.
Walker, Frank R., Co., 173 W. Madison St., Chicago, Ill.
Wallace Pencil Co., 2001 S. Hanley Rd., St. Louis, Mo.
Walton Laboratories, Inc., 1186 Grove St., Irvington, N. J.
Wansco Paper Products Co., Inc., 409 Pearl St., New York 38, N. Y.
Ward, John J., Inc., 23-08 Jackson Ave., Long Island City, N. Y.
Ward, Samuel, Mfg. Co., 29 Melcher St., Boston 10, Mass.
Warren-Knight Co., 136 N. 12th St., Philadelphia 7, Pa.
Warren Leather Goods Co., 34 Austin St., Worcester 2, Mass.

WARSHAW MFG. CO., INC., 1 Main St., Brooklyn 1, N. Y.
(See advertisement on page 135)

Washburn Co., Gorton Bldg., Worcester, Mass.
Wassell Organization, Inc., Westport 90, Conn.
Waterbury Companies, Inc., Waterbury, Conn.
Waterbury Tack Co., Inc., Shelton, Conn.
Waterman Pen Co., Inc., 1 De Forest St., Seymour, Conn.
Waters & Waters Branch, 1610 Locust St., St. Louis, Mo.
Watson Mfg. Co., Inc., Jamestown, N. Y.
Watt & Gillogly, Inc., 7 S. Dearborn St., Chicago 3, Ill.
Watts, Alfred Allen, Co., Inc., 216 William St., New York 38, N. Y.
Wausau Paper Mills Co., 111 W. Washington Blvd., Chicago, Ill.
Waxon-Carboff, Inc., 8 Commercial St., Rochester, N. Y.
Weber Addressing Machine Co., 200 W. Central Rd., Mt. Prospect, Ill.

WEBER BROS. METAL WORKS, 108 N. Jefferson St., Chicago 6, Ill.
(See advertisements on pages 208, 226)

Weber Costello Co., Chicago Heights, Ill.
Weber, F., Co., 1220 Buttonwood St., Philadelphia 23, Pa.
Weber-Knapp Co., 441 Chandler St., Jamestown, N. Y.
Weber Lithographing Co., 3305 W. Harrison St., Chicago 24, Ill.
Weber Showcase & Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles 54, Calif.
Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago, Ill.
Webster Electric Co., Clark & DeKoven Sts., Racine, Wis.

WEBSTER, F. S., CO., 13 Amherst St., Cambridge 42, Mass.
(See advertisement on page 52)

Weeks, Frank A., Mfg. Co., 115 Worth St., New York 13, N. Y.
Weidlich Pen Mfg. Co., 505 Elm St., Cincinnati 2, Ohio
Weigel, E. O., & Sons, 206 First St., Newark 7, N. J.
Weil, J. H., & Co., 1315 Cherry St., Philadelphia 7, Pa.
Weinman Bros., Inc., 3260 W. Grand Ave., Chicago 51, Ill.

WEIS MFG. CO., Monroe, Mich.
(See advertisements on pages 108, 109, 127, 130, 164)

Welch Industries, 2911 Empire Ave., Burbank, Calif.
Welch, W. M., Mfg. Co., 1515 N. Sedgwick St., Chicago, Ill.
Welch, W. W., Co., Glenn Bldg., Cincinnati, Ohio
Welham Metal Products Co., Michigan City, Ind.
Wells Chair Corp., Michigan City, Ind.
Wells Furniture Mfg. Co., Laurel, Miss.
Welsh Mfg. Co., 9 Magnolia St., Providence 9, R. I.
Welty Pen & Repair Co., 7 W. Madison St., Chicago, Ill.
Wendell's Inc., 325 Marquette Ave., Minneapolis 1, Minn.
Westcott Rule Co., Inc., Seneca Falls, N. Y.
West-Dempster Co., 187 Ottawa St., N.W,. Grand Rapids, Mich.
Western Bank & Office Supply, 2021 W. Race Ave., Chicago, Ill.
Western Loose Leaf Co., 1045 Sansome St., San Francisco, Calif.

WESTERN MFG. CO., 532-544 N. Highland Ave., Aurora, Ill.
(See advertisement on page 47)

Western Paper Converting Co., Salem, Ore.
Western Reserve Laboratories, 1438 St. Clair Ave., Cleveland 14, Ohio
Western Rubber Co., Goshen, Ind.
Western States Envelope Co., 1616 W. Pierce St., Milwaukee 4, Wis.
Western Tablet & Staty. Corp., Hulman Bldg., Dayton, Ohio
Western Wholesale Stationers, Ltd., 333 E. Third St., Los Angeles 13, Calif.
Westinghouse Electric Corp., 401 Liberty Ave., Pittsburgh, Pa.
Wetter Numbering Machine Co., Atlantic Ave. & Logan St., Brooklyn, N. Y.
Wetzel, P. A., & Son, 5653 W. Ohio St., Chicago, Ill.

WHEELDEX MFG. CO., INC., 40 Bank St., White Plains, N. Y.
(See advertisement on page 118)

WHEELER, M. G., CO., INC., 22 W. Putnam Ave., Greenwich, Conn.
(See advertisement on page 170)

Wheeler-Van Label Co., 13 McConnell St., S.W., Grand Rapids, Mich.
White, O. C., Co., Worcester, Mass.
White Rubber Co., Ravenna, Ohio
White-Washburne Co., Inc., Hinsdale, N. H.
White & Wyckoff Mfg. Co., Holyoke, Mass.
Whitehall, Inc., 8 E. 12th St., New York, N. Y.
Whitehead & Hoag Co., 272 Sussex Ave., Newark, N. J.
Whitehouse Products, Inc., 360 Furman Ave., Brooklyn, N. Y.
Whiting Paper Co., Gatehouse Rd., Holyoke, Mass.
Whiting-Plover Paper Co., Stevens Point, Wis.

Whitman Publishing Co., 1220 Mound St., Racine, Wis.
Wholesale Typewriter Co., The, 155 Sixth Ave., New York 13, N. Y.
Wick & Rouillot, 110 W. Airy St., Norristown, Pa.
Widder, J., & Co., 110 Fifth Ave., New York 11, N. Y.
Wierenga Upholstering Co., 708 W. Leonard St., Grand Rapids, Mich.
Wiggins, John B., Co., 638 S. Federal St., Chicago 5, Ill.
Wilhite Mfg. Co., Inc., 512 N. La Salle St., Chicago 10, Ill.
Wilkins, E. J., Co., Gloversville, N. Y.
Wilmer, E. P., Inc., 3044 Riverside Dr., Los Angeles 39, Calif.
Wilson Gold Stamping Machine Co., 1855 Hillhurst Ave., Hollywood 27, Calif.

WILSON JONES CO., 209 S. Jefferson St., Chicago 6, Ill.
(See advertisement on page 35)

Wilson Mfg. Co., Inc., 77 Washington St., N., Boston, Mass.
Wilson Memindex Co., 149 Carter St., Rochester 21, N. Y.
Winfield Mfg. Co., 226 Belleville Ave., New Bedford, Mass.
Wing's, Chauncey, Sons, Greenfield, Mass.
Winnebago Paper Co., Inc., Neenah, Wis.
Winship Co., Utica, N. Y.
Winslow Product Engineering Corp., 5420 Jillson St., Los Angeles 22, Calif.
Winston, John C., Co., 1006 Arch St., Philadelphia 7, Pa.
Winston Mfg. Co., 54 Bleecker St., New York, N. Y.
Winston, W. R., 105 Glenridge Place, Cincinnati 17, Ohio
Winter Stamping Co., 221 W. Washington St., Goshen, Ind.
Wire-O Corp., 205 Cottage St., Poughkeepsie, N. Y.
Wireway Corp. of America, 1331 Halsey St., Brooklyn 27, N. Y.
Wisconsin Chair Co., Port Washington, Wis.
Wiss, J., & Sons Co., 33 Littleton Ave., Newark 7, N. J.
Wolber Duplicator & Supply Co., 1212 Cortland St., Chicago 14, Ill.
Wolf Brothers, Inc., 340 N. 12th St., Philadelphia 11, Pa.
Wolf Envelope Co., 1749 E. 22nd St., Cleveland, Ohio
Wolfe Brush Co., 1015 Pennsylvania Ave., Pittsburgh, Pa.
Wood Displays Mfg. Co., 225 E. 24th St., New York, N. Y.
Wood-Mosaic Co., Highland Park, Louisville 9, Ky.
Wood-Regan Instrument Co., Inc., Nutley, N. J.
Worcester Envelope Co., 110 Foster St., Worcester 8, Mass.
Worcester Wire Novelty Co., Inc., 2635 Boston St., Baltimore 24, Md.
Worden Co., 200 E. 17th St., Holland, Mich.
Work-Organizer Specialties Co., 4044 W. Jefferson Ave., Detroit 9, Mich.
Workman Mfg. Co., 1200 W. Monroe St., Chicago, Ill.
World Mfg. Co., 132 W. 21st St., New York 11, N. Y.
World Publishing Co., 2231 W. 110th St., Cleveland, Ohio.
Worner Electronic Devices, Rankin, Ill.
Wrenn Paper Co., Inc., P.O. Box 192, Middletown, Ohio
Wright & Co., Inc., 101 Exchange St., Worcester, Mass.
Wright Duplicator Div., Hart Mfg. Co., 2400 Endicott Ave., St. Paul 4, Minn.
Wrightsville Hardware Co., Wrightsville, Pa.
Write, Inc., 420 Lexington Ave., New York 17, N. Y.

X Y Z

X-acto Crescent Products Co., Inc., 440 Fourth Ave., New York 16, N. Y.
Yale & Towne Mfg. Co., Chrysler Bldg., New York, N. Y.
Yale Filing Supply Co., 409 E. Third St., Los Angeles 13, Calif.
Yankee Paper & Specialty Co., Menasha, Wis.
Yawman and Erbe Mfg. Co., 1015 Jay St., Rochester 3, N. Y.
Yerg, Inc., 85 Washington Ave., Belleville 9, N. J.
York Corp., York, Pa.
York Safe and Lock Co., Canton 2, Ohio
Young Chair Co., 1000 Diamond St., Philadelphia 22, Pa.
Zellerbach Paper Co., 534 Battery St., San Francisco, Calif.
Zephyr American Corp., 95 Morton St., New York 14, N. Y.
Zippo Mfg. Co., 330 Blaisdell St., Bradford, Pa.

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BUYERS INDEX ISSUE

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A LINE TO BUILD ON Security STEEL

◄ SEE PAGES 5 TO 23 FOR ADDRESSES; PAGES 235 TO 271 FOR TRADE NAMES ►

Product Classification Index

The following pages have been devoted exclusively to listings of the manufacturers of office furniture, machines and supplies, and to their advertisements. No effort has been spared to make this section as complete and error-free as possible. The listing of social stationery items has been purposely avoided to permit complete coverage of items used in the office. Advertisers' names are in bold-face type. Complete addresses of manufacturers are listed in the section beginning on page 5.

Abstract Covers
(See Covers, Brief)

Account Books
(See Books, Accounting)

Account Files
(See Files, Account)

Accounting Boards
(See Peg Boards, Accounting)

Accounting Forms
(See Forms, Accounting)

Accounting Machines
(See Bookkeeping Machines)

Accounting Machines (Punched Card)
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MODEL 40—De luxe, moderately priced.
MODEL 40-H—Foot operated, for high production.
LAB-L-MASTER—Shipping label and tag addresser.

Master Addresser Co.
6500-D West Lake Street, Minneapolis 16, Minn.

National Cash Register Co.
Powers-Samas Accounting Machines Sales, Ltd.
Remington Rand Inc.

Accounting Systems
(See Books, Accounting, and Bookkeeping Systems)

Adding Machine Rolls
(See Rolls, Paper, Adding Machine)

Adding Machines (Full Keyboard)
Allen, R. C., Business Machines, Inc.
Burroughs Adding Machine Co.
Clary Multiplier Corp.
Curta Calculator Co.
Felt & Tarrant Mfg. Co.
Monroe Calculating Machine Co., Inc.
National Cash Register Co.
Plus Computing Machines, Inc.
Smith, L. C., & Corona Typewriters, Inc.
Victor Adding Machine Co.

Adding Machines (Key Set)
Rex-Rotary Distributing Corp.

Adding Machines (Rebuilt)
Albright, J. E., & Co.
Calculator Equipment Corp.
Check Writer Co., Inc.
International Office Appliances, Inc.
Reliable Typewriter & Adding Machine Co.

Adding Machines (Stylus)
Gem Adding Machine Co.
Ken-Add Machines Co.
Lightning Adding Machine Co.
Reliable Typewriter & Adding Machine Co.
Tavella Sales Co.

Adding Machines (10-Key)
Addo Machine Co., Inc.
Barrett Adding Machine Div., Lanston Monotype Machine Co.
Facit, Inc.
Johnston Adding Machine Co.
Precisa Distributors, Inc.
Remington Rand Inc.
Smith, L. C., & Corona Typewriters, Inc.
Swift Business Machines Corp.
UNDERWOOD CORP.
Victor Adding Machine Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Addressing Machine Stencils
(See Stencils, Addressing Machine)

Addressing Machine Supplies
Addressoplate Corp.
Addressograph-Multigraph Corp.
Address-O-Rite Stencil & Machine Co., Inc.
American Addressing Machine Corp.
American Photo Laboratories
Dashew Business Machines, Inc.
Elliott Addressing Machine Co.
HEYER CORP. (Spirit)
MASTER ADDRESSER CO.
National Address Plate Co.
Visirecord, Inc.
Weber Addressing Machine Co.

Addressing Machines (Fiber Stencil)
Elliott Addressing Machine Co.
MULTISTAMP CO., INC.
Weber Addressing Machine Co.

Addressing Machines (Metal Plate)
Addressograph-Multigraph Corp.
American Addressing Machine Corp.
Nettle Office Equipment Co.
Pollard-Alling Mfg. Co.

Addressing Machines (Rebuilt)
Addressing Machine & Equipment Co.
Addressograph-Multigraph Corp.
Albright, J. E., & Co.
Dashew Business Machines, Inc.

Addressing Machines (Spirit)
American Photo Laboratories
Diebold, Inc.
HEYER CORP.
MASTER ADDRESSER CO.
Scriptomatic, Inc.
Visirecord, Inc.
Weber Addressing Machine Co.

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Complete "printing plant" in a package duplicates postcards, inventory and record cards, notices, envelope stuffers, price cards, discount sheets, packing slips, shipping tags, etc. Saves countless hours, cuts costs! Use low cost stencils—ink will not fade or wash away when dry.

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THE HEYER CORP. 1856 S. KOSTNER AVE. CHICAGO 23, ILLIONIS

Adhesive Dispensers
(See Dispensers, Adhesive)

Adhesives (Cement, Rubber and Thinners)

Adhesive Products Corp.
American Latex Products Corp.
BB Chemical Co.
Cardinell Corp.
Carter's Ink Co., The
Commercial Paste Co.
Craftint Mfg. Co.
Crescent Products Co.
Du Pont, E. I., de Nemours & Co.
Favor, Ruhl & Co.
General Cement Mfg. Co.
Goodrich, B. F., Co.
Industrial Latex Co.
Melind, Louis, Co.
MONET CO.
Pomeroy, I., Co.
Rich Art Color Co., Inc.
Ruxton Products, Inc.
S. S. Artist Materials, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Stafford, S. S., Inc.
Testworth Laboratories, Inc.
Union Rubber & Asbestos Co.

Adhesives (Glue)

American Writing Ink Co., Inc.
Arabol Mfg. Co.
Commercial Paste Co.
Crescent Products Co.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
General Cement Mfg. Co.
Glue-Fast Equipment Co., Inc.
Higgins Ink Co., Inc.
Le Page's, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.

Adhesives (Mucilage)

American Crayon Co.
American Writing Ink Co., Inc.
Arabol Mfg. Co.
BRADLEY, MILTON, CO.
Cardinell Corp.
Carter's Ink Co., The
Commercial Paste Co., The
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Le Page's, Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Pomeroy, I., Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Stafford, S. S., Inc.

Adhesives (Paste)

Adhesive Products Corp.
American Crayon Co.
American Writing Ink Co., Inc.
Arabol Mfg. Co.
Binney & Smith Co.
BRADLEY, MILTON, CO.
Commercial Paste Co., The
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Demco Library Supplies
DENNISON MFG. CO.
Diamond Ink & Adhesive Co.
Gaylord Bros., Inc.
Glue-Fast Equipment Co., Inc.
Higgins Ink Co., Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Pomeroy, I., Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Stafford, S. S., Inc.
Ward, John J., Inc.

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(See Consultants, Advertising, Merchandising)

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(General Line)

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American Art Works
American Binder Co.
American "falcon" Mfg. Corp.
American Kleer-Vu Plastics, Inc.
Ameron Wallet and Leather Novelty Co.
ANGLER'S PRODUCTS CO.
Art Plastics Co.
Artmor Plastics Corp.
Bastian Bros. Co.
Blank, Arthur, & Co., Inc.
Brown & Bigelow
Carroll, J. B., Co.
Colson, U. O., Co.
Cruver Mfg. Co.
ELBE FILE & BINDER CO., INC.
Emeloid Co., Inc.
Fox Co.
Gits Molding Corp.
Grammes, L. F., & Sons, Inc.
Green Duck Metal Stamping Co.
Guedon Co.
Knickerbocker Leather & Novelty Co., Inc.
Lexington Leather Goods Co.
Mayer Mfg. Corp.
Metropolitan Cutlery Co.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
Parisian Novelty Co.
Skinner & Kennedy Co.
Sparky Specialties, Inc.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Whitehead & Hoag Co.
WILSON JONES CO.

Affixers (Stamp)
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Air Mail Envelopes
(See Envelopes, Air Mail)

Air Mail Paper
(See Paper, Air Mail)

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(See Books, Guest)

Albums (Photograph)

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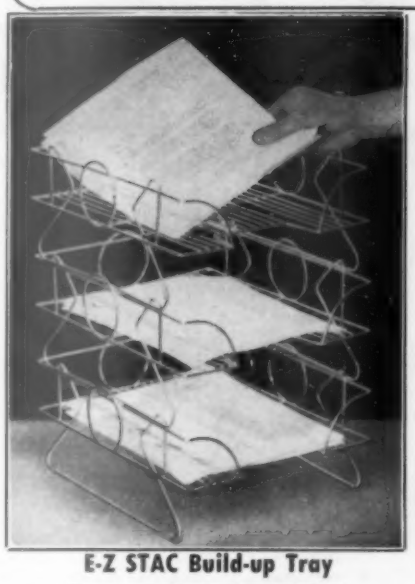

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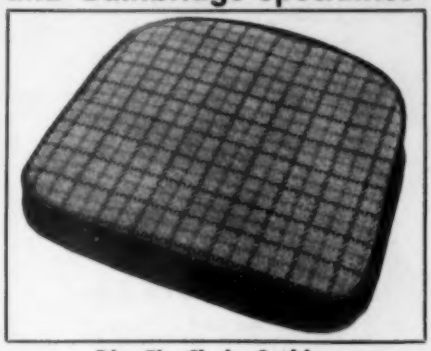

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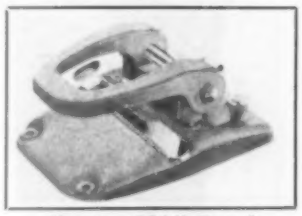

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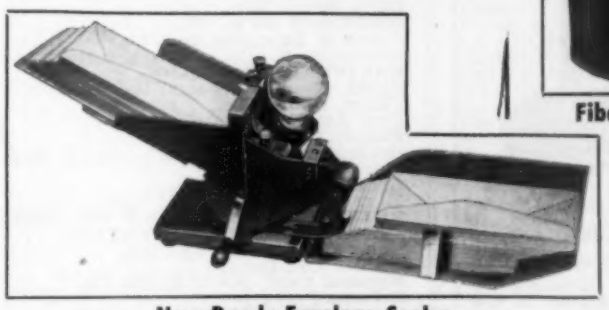

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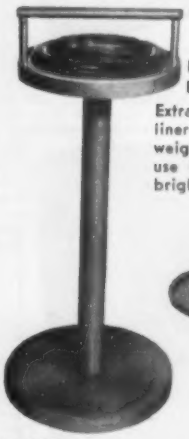

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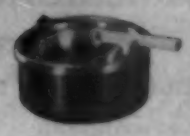

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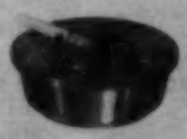

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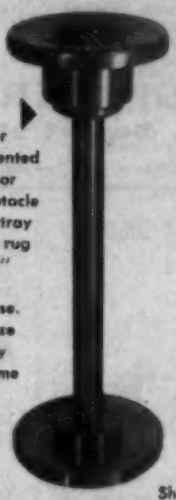

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(See Forms, Bills of Lading)

Binder Clips
(See Clips, Binder)

Binder Markers
(See Markers, Binder)

Binders (Catalog)
Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
American Beauty Cover Co.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
CHICAGO DESK PAD CO., INC.
Collier Mfg. Corp.
Consolidated Loose Leaf, Inc.
COOKE & COBB CO.
Diemer, John F., Co.
ELBE FILE & BINDER CO., INC.
ELLINGSWORTH MFG. CO.
Emery Book Co.
Federbush Co., Inc.
Feldco Loose Leaf Corp.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
Heinn Co.
Loose Leaf Devices Co.
Loose Leaf House
MASTER PRODUCTS MFG. CO.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Redi-Record Products Co.
Reif, A., & Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
SMEAD MFG. CO., INC.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Tenacity Mfg. Co.
VEVIER LOOSE LEAF CO.
Vita Specialties Co., Inc.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Catalog Carrying)
Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
Buchan Loose Leaf Records Co.
Burkhardt Co.
DOPPELT, CHARLES, & CO., INC.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Galewski, A., & Sons, Inc.
Geneva Mfg. Co.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Heinn Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
MASTER PRODUCTS MFG. CO.
Master-Craft Corp.
Osco Stationery Co.
Redi-Record Products Co.
Reif, A., & Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Simon Products Co.
Standard Leather Products, Inc.
STEIN BROS. MFG. CO.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Catalog, Counter Rack)
Ace Loose Leaf Bindery Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
Diebold, Inc.
DOPPELT, CHARLES, & CO., INC.
Geneva Mfg. Co.
Grand Rapids Loose Leaf Binder Co.
MASTER PRODUCTS MFG. CO.
Sheppard, C. E., Co.
VEVIER LOOSE LEAF CO.
WILSON JONES CO.

Binders (Chain Post)
Boyce, A. E., Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Reb-Wal Hunt Co.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Check)
(See Covers, Check Book)

HAZEL

County Record

BINDERS

HAZEL AUTOMATIC

TIP-TOUCH AUTOMATIC

PERMANENTER SHORT PULL

WAYNE STORAGE

PHOTO-RECORD

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Binders (Clip and Spring)

Ace Loose Leaf Bindery Co.
COOKE & COBB CO.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf Corp.
Feldco Loose Leaf Corp.
Free Hand Binder Co.
Huntting, H. R., Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Vernon, S. E. & M., Inc.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (County Record)

Boyce, A. E., Co.
Grand Rapids Loose Leaf Binder Co.
Hall & McChesney, Inc.
HAZEL, ERNEST, JR.
Le Febure Corp.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Procter, Fred, Co.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Magazine)

(See also Covers, Magazine, Plastic)

Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
American Binder Co.
Barrett Bindery Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
CHICAGO DESK PAD CO., INC.
Collier, Mfg. Corp.
Demco Library Supplies
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf Corp.
Gaylord Bros.
Huntting, H. R., Co., Inc.
Library Service Div., Bro-Dart Industries
Loose Leaf Devices Co.
Loose Leaf House, The
McMillan Book Co.
Moore, John C., Corp.
National Blank Book Co.
Osco Stationery Co.
Redi-Record Products Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Smith, S. K., Co.
STANDARD DIARY CO.
Star Loose Leaf Co., Inc.
Trussell Mfg. Co.
VEVIER LOOSE LEAF CO.
Vita Specialties Co., Inc.
WILSON JONES CO.

Binders (Meter Reader)

Ace Loose Leaf Bindery Co.
BOORUM & PEASE CO.
ELBE FILE & BINDER CO., INC.
Grand Rapids Loose Leaf Binder Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Newspaper)

Ace Loose Leaf Bindery Co.
Barrett Bindery Co.
ELBE FILE & BINDER CO.
Feldco Loose Leaf Corp.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Neiman Loose Leaf & Bindery Co.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
VEVIER LOOSE LEAF CO.

Binders (Post)

Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Burkhardt Co., The
Coast Book Cover Co.
Conolly, Henry, Co.
Consolidated Loose Leaf, Inc.
Coppage Printing & Loose Leaf Co.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf Corp.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Hall & McChesney, Inc.
Heinn Co., The
Joyce, Edward J., Filing Co. (Flexible)
Kay-Dee Co.
Keystone Binder Co.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Martell, A. E., Co.
MASTER PRODUCTS MFG. CO.
Master-Craft Corp.
MAYFAIR CO.
McMillan Book Co.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Reb-Wal Hunt Co.
Rediform Division
Redi-Record Products Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Ross-Martin Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tallman, Robbins & Co.
Tenacity Mfg. Co.
Vernon, S. E. & M., Inc.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.
Workman Mfg. Co.

Binders (Pressboard)

(See Covers, Pressboard)

Binders (Prong)

Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
American Beauty Cover Co.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Burkhardt Co., The
Coast Book Cover Co.
COOKE & COBB CO.
Diebold, Inc.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf Corp.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House, The
Master-Craft Corp.
McMillan Book Co.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
SMEAD MFG. CO.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Tallman, Robbins & Co.
Tenacity Mfg. Co.
Vernon, S. E. & M., Inc.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.

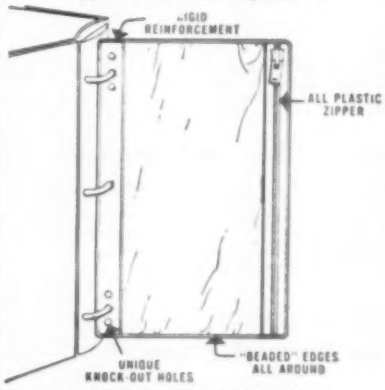
Binders (Ring)

Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.

it Pays to Stock

ZIP-ALL

Zipper Pocket for Ring Binders



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ANGLER'S PRODUCTS

FLUSHING 58, N.Y.

In Canada: The Brown Bros., Ltd., Toronto 13, Canada

American Beauty Cover Co.
American Binder Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
Bert Mfg. Co.
BOORUM & PEASE CO.
Bosca, Hugo, Co., Inc.
Boyce, A. E., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Chicago Binder & File Co.
CHICAGO DESK PAD CO., INC.
Coast Book Cover Co.
Consolidated Loose Leaf, Inc.
Coppage Printing & Loose Leaf Co.
Doppelt, M. A.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Exline, William, Inc.
Federbush Co. Inc., The
Federbush, M. W., Loose Leaf Corp.
Feldco Loose Leaf Corp.
Fontana Bros.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
Keystone Binder Co.
Lefax
Lexington Leather Goods Co.
Lifton Mfg. Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Master-Craft Corp.
MAYFAIR CO.
McMillan Book Co.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
North American Products
Plastic Service Co.
RECORDPLATE CO.
Redi-Record Products Co.
Reif, A., & Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Ross-Martin Co.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Simon Products Co.
Standard Brief Case Co., Inc.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Tallman, Robbins & Co.
Tenacity Mfg. Co.
Trussell Mfg. Co.
Veet Industries
Vernon, S. E. & M., Inc.
VEVIER LOOSE LEAF CO.
Vita Specialties Co.
Watt & Gillogly, Inc.
WILSON JONES CO.
Winfield Mfg. Co.
Workman Mfg. Co.

Binders (Sales Presentation)

Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
American Kleer-Vu Plastics, Inc.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
Blank, Arthur, & Co.
Burkhardt Co.
COOKE & COBB CO.
Cooks', Inc.
Coast Book Cover Co.
Consolidated Loose Leaf, Inc.
CUSHMAN & DENISON MFG. CO.
Develco Products
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
ELBE FILE & BINDER CO., INC.
ELLINGSWORTH MFG. CO.
Forbes Products Corp.
Grand Rapids Loose Leaf Binder Co
Greg Sales Co., Inc.
Guedon Co.
Handi-Hinge
Holson Binders, Inc.
Kingsbacher-Murphy Co.
Loose Leaf Devices Co.
Loose Leaf House
MASTER PRODUCTS MFG. CO.
Master-Craft Corp.
McMillan Book Co.
MEIER, JOSHUA, CO.
Modern Desk Pad Mfg. Co.
Plastic Service Co.
RECORDPLATE CO.
Regal & Wade Mfg., Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Simon Products Co.
SMEAD MFG. CO., INC.
Star Loose Leaf Co., Inc.
STEIN BROS. MFG. CO.
Transparent Specialties Corp.
VEVIER LOOSE LEAF CO.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg. Co.

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the best-known . . . most asked-for

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WITH PLASTIC SHEET-HOLDERS
Over 25 styles in sizes 7x5 to 24x18. List prices from $1.75 up. All colors. Multo-ring and wire-bound.

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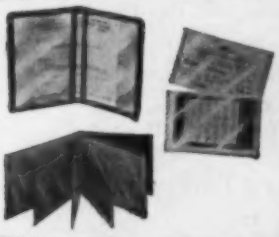
Holds double capacity of any other display albums! Also combinations to hold multo-ring plastic sheet-holders and 3-ring plastic sheets together.

V.P.D. PLASTIC SHEET-PROTECTORS
Only guaranteed-perfect sheet protector today. Many styles, all sizes.

V.P.D. SHOP TICKET HOLDERS
Many stock styles for all industrial needs. Special Order Dept. meets all specifications.

V.P.D. PLASTIC CARD CASES, BOOK COVERS
Wallet inserts, badge holders in over 11 styles. Also plastic covers for books, magazines, menus.



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Binders (Storage)

(See Binders, Transfer, Storage)

Binders (String)

(See String Binders, Ties)

Binders (Telephone Book)

Ace Loose Leaf Bindery Co.
American Binder Co.
Barrett Bindery Co.
BOORUM & PEASE CO.
Burkhardt Co.
CHICAGO DESK PAD CO., INC.
Ehlbert Products
ELBE FILE & BINDER CO., INC.
Loose Leaf Devices Co., Inc.
Loose Leaf House
McMillan Book Co.
RECORDPLATE CO.
Redi-Record Products Co.
Rogers Loose Leaf Co.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Smith, S. K., Co.
VEVIER LOOSE LEAF CO.
Vita Specialties Co.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Thong)

AMBERG FILE & INDEX CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf Corp.
Hadley, Charles R., Co.
Intasco Corp.
Klipto Loose Leaf Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
VEVIER LOOSE LEAF CO.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Transfer-Storage)

ACCO PRODUCTS, INC.
Ace Loose Leaf Bindery Co.
Baer Strand Ledger & Binder Wholesale Co.
BANKERS BOX CO.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Burkhardt Co.
Consolidated Loose Leaf, Inc.
COOKE & COBB CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf Corp.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Kay-Dee Co., The
Kline, W. R., Co.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Reb-Wal Hunt Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Strayer Coin Bag Co.
Tallman, Robbins & Co.
VEVIER LOOSE LEAF CO.
Wabash Filing Supplies, Inc.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Tray)

Diebold, Inc.
Federbush Co., Inc., The
Hadley, Charles R., Co.
Le Febure Corp.
Loose Leaf House
McBee Co., The
National Blank Book Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

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BINDERS

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Post Binders
Ring Binders
Prong Binders
Storage Binders
Zipper Cases
Clipboards
Catalogue Covers
Minute Books
Magazine Binders
Sales Manuals
Presentation and Display Binders
Indexes • Fillers
Sheet Holders

Special Binders made to your specifications

VEVIER
LOOSE-LEAF CO., Inc.

2533 SULLIVAN AVE., ST. LOUIS 7, MO.

Binders (Visible)

Ace Loose Leaf Bindery Co.
ACME VISIBLE RECORDS, INC.
Automatic File & Index Co.
Baer Strand Ledger & Binder Wholesale Co.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Buchan Loose Leaf Records Co.
CHICAGO DESK PAD CO., INC.
Conolly, Henry, Co.
Consolidated Loose Leaf, Inc.
Diebold, Inc.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf Corp.
Guedon Co.
Hadley, Charles R., Co.
Holson Binders, Inc.
Intasco Co.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
MASTER PRODUCTS MFG. CO.
Master-Craft Corp.
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
RECORDPLATE CO.
Remington Rand Inc.
Rogers Loose Leaf Co.
Ross-Gould Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Tallman, Robbins & Co.
Tenacity Mfg. Co.
Trussell Mfg. Co.
U-File-M Binder Mfg. Co., Inc.
VEVIER LOOSE LEAF CO.
Vita Specialties Co., Inc.
Vue-Fax Corp.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Zipper Ring)

All American Leather Goods Co.
BOORUM & PEASE CO.
Bosca, Hugo, Co., Inc.
BRISTOL MFG. CO.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Carlton Brief Case Corp.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf Corp.
Feldco Loose Leaf Corp.
Fontana Bros.
Green Bay Luggage Co., Inc.
Guedon Co.
Insurance Managers & Agents Supply Co.
Knickerbocker Case Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
Loose Leaf House, The
Luxor Leathercraft Corp.
Major Leather Goods Mfg. Co.
MAYFAIR CO.,
McMillan Book Co.
National Blank Book Co.
National Brief Case Mfg. Co.
Northwest Leather Goods Co.
Redi-Record Products Co.
Reif, A., & Co.
Reuben Co.
Shank Leather Goods Co.
Standard Brief Case Co., Inc.
Standard Leather Products, Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Thomases & Co.
Trussell Mfg. Co.
Vernon, S. E. & M., Inc.
VEVIER LOOSE LEAF CO.
WILSON JONES CO.
Winfield Mfg. Co.

Binding Machines

GENERAL BINDING CORP.
Tauber Plastics, Inc.

Binding Posts

(See Loose Leaf Metals)

Binding Straps

(See Straps, Binding)

Bindings (Passe Partout)

DENNISON MFG. CO.
Gummed Tape & Devices Co.
May, J. L., Co.
REYBURN MFG. CO., INC.

Bindings (Plastic)

Barrett Bindery Co.
Collier Mfg. Corp.
GENERAL BINDING CORP.
Plastic Binding Corp.
Rochester Wire-O-Binding, Inc.
Spiral Binding Co., Inc.
Tauber Plastics, Inc.
Vita Specialties Co.

Bindings (Wire and Metal)

Barrett Bindery Co.
GENERAL BINDING CORP.
Kamket Corp.
Rochester Wire-O-Binding, Inc.
Spiral Binding Co., Inc.
Wire-O Corp.

Blackboard Erasers

(See Erasers, Blackboard)

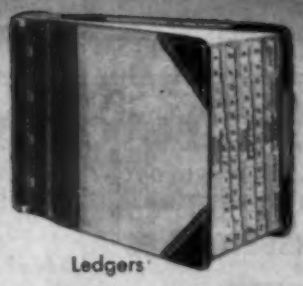
Blackboard Pointers

Beckley-Cardy Co.
N. Y. Silicate Book Slate Co.
Weber Costello Co.

Blackboards

Beckley-Cardy Co.
Clark, R. W., Mfg. Co.
Fox, George E., & Co.
Hammett, J. L., Co.
Hartco Mfg. Co., Inc.
N. Y. Silicate Book Slate Co.
Pittsburgh Plate Glass Co.
ROWLES, E. W. A., CO.
SERVICE PRODUCTS DIV.
STEMPEL MFG. CO.
Weber Costello Co.

WILSON JONES


Ledgers

WILSON JONES

Ring Books

Memo Books

Post Binders

Ledger and Post Binders
Minute and Record Books
and associated
Ruled Forms and Indexes

•

Ring Books and Prong Binders
Visible Record Equipment
and associated
Ruled Forms and Indexes

•

Ruled Bound Books
Notes, Drafts and Receipts

•

Machine Bookkeeping Equipment
Punches—Prong Fasteners
Metal Accessories
Staplers—Mail Openers

•

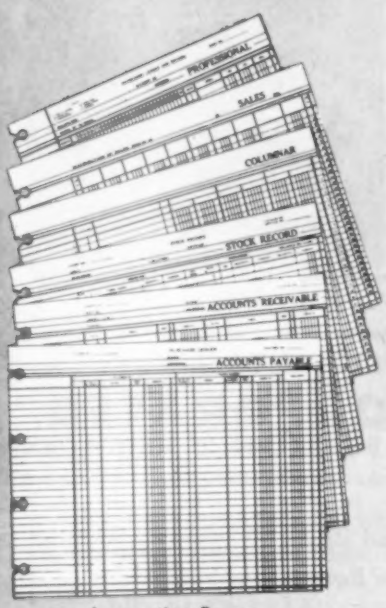
Diaries, Date Books
Appointment and Address Books

•

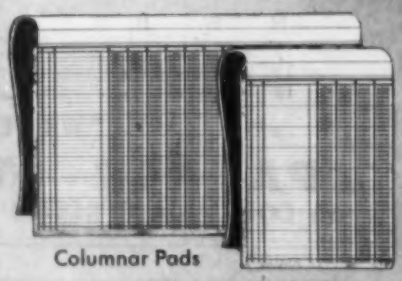
Filing Supplies—Envelopes

ASK FOR CATALOG No. O-149

Ruled Bound Books

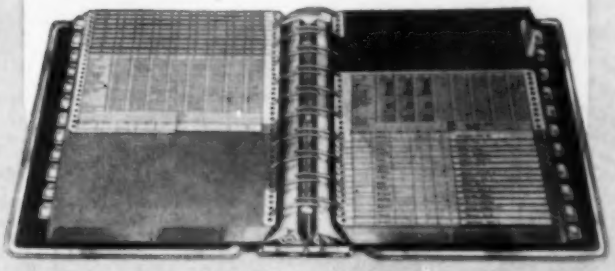


Accounting Forms

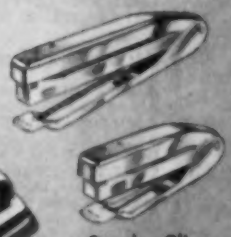

Columnar Pads

Aluminum Stapler

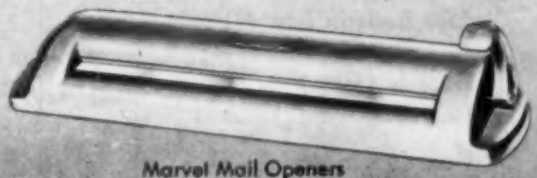
Machine Bookkeeping Equipment


Visible Record Equipment

Staplers


Stapler Pliers

Hummer Punches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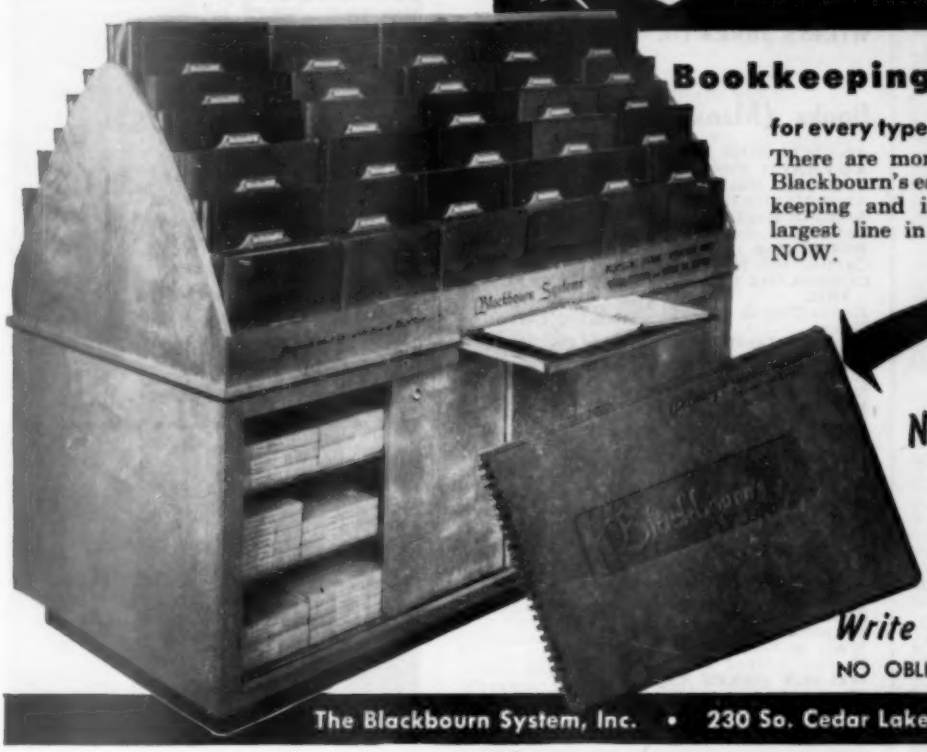

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(See Books, Manifold)

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Eureka Specialty Printing Co.
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Hall & McChesney, Inc.
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IDEAL SYSTEM CO.
Master-Craft Corp.
McMillan Book Co.
Mill-Green Publishing Co.
Moore Business Forms, Inc.
Mutual Publishers
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National Blank Book Co.
Pfening & Snyder
RECORDPLATE CO.
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(See Binders, Ring)

Books (Sales)

(See Books, Manifold)

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(See Files, Box Letter)

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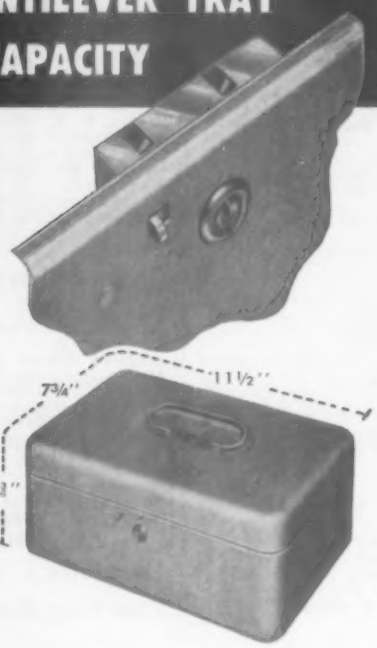
NEW FEATURES and ADDITIONS

"CLICKSNAP"

CANTILEVER TRAY

GREATER CAPACITY



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POSITIVE

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Greater Capacity

The dimensions tell the story—11½" long by 7¾" wide by 4 13/16" deep. Like all Central boxes these are fabricated in one piece of heavy steel—round corners—hammered silver finish. Automatic click snap cover. Secure lock with 2 keys—individual cartons.

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(Continued from page 41)

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(See Files, Storage)

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(See Boxes, Cash)

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(Continued from page 43)

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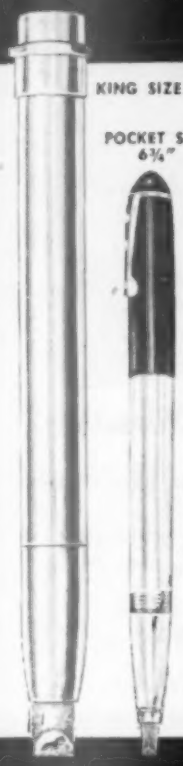

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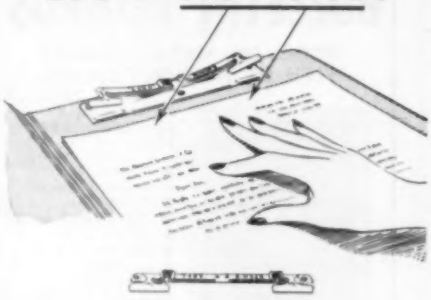

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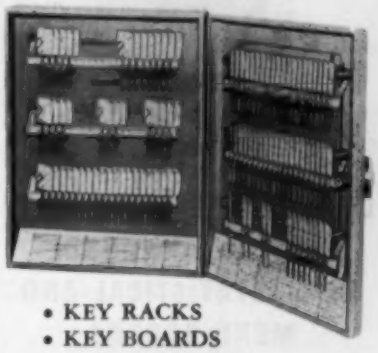

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(Continued from page 47)

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(Continued from page 49)

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(See Calculating Devices, Wage and Time, and Withholding Tax)

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Graphic Calculator Co.
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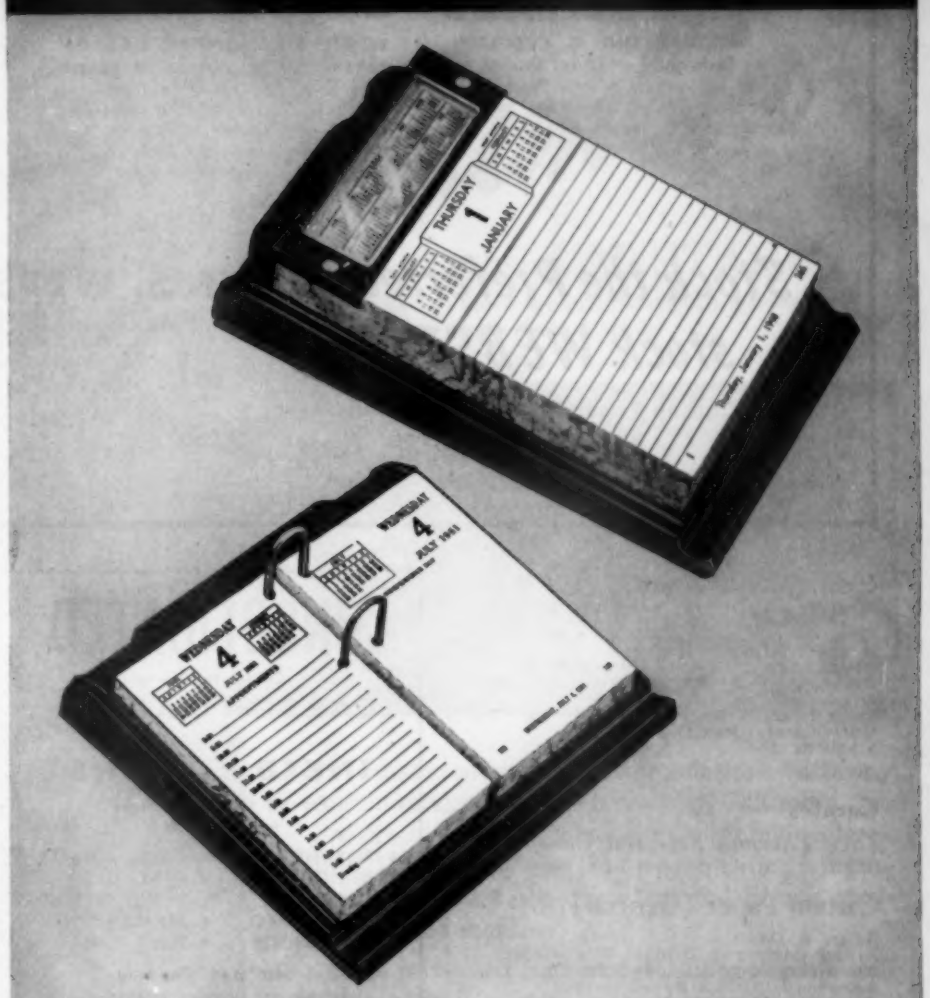

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(See Thermos Sets and Carafes)

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Manufacturers
ESTABLISHED 1893
2900 W. MEDILL AVENUE
CHICAGO 47, ILL.

Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Co.
Old Town Corp.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pres-To-Line Corp. of America
Queen Ribbon & Carbon Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Remington Rand Inc.
Rochester Ribbon & Carbon Co.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
Shallcross Co.
Smith, L. C., & Corona Typewriters, Inc.
Shipman-Ward Mfg. Co.
Snelling & Son
Stationers Guild of America
Standard Manifold Co.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Stylograph Corp.
Tru-Rite, Inc.
Underwood, John, & Co.
UNDERWOOD CORP.
Union Ribbon & Carbon Co.
U. S. TYPEWRITER RIBBON MFG. CO.
Waters & Waters Branch
Waxon-Carboff, Inc.
WEBSTER, F. S., CO.
Write, Inc.

Carbon Paper (Hecto-Spirit)

Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Stencil Mfg. Co.
Autocopy, Inc.
Buckeye Ribbon & Carbon Co.
Carter's Ink Co.
Codo Mfg. Corp.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.

"Never had better relations than with Columbia"

says: **J. M. STAGG**
Church & Stagg Office Supply Company
Birmingham, Alabama

"We have never had better relations with any manufacturer than we have with Columbia. We are proud and happy to be a Columbia dealer—proud and happy also that we are selling our customers the best line of carbon and ribbon products on the market."

"Sales increased 50% in first six weeks and still climbing."

"We are getting more and more business."

"Complete carbon and ribbon turnover every 45 days."

"Service is excellent."

PROFIT WITH CSC
The Columbia Sales Cooperation plan.

You, too, can enjoy greater profits from ribbon and carbon sales—the Columbia way! A few retail areas open—*write today!*

COLUMBIA RIBBON & CARBON MFG. CO., INC.
136 Herb Hill Road, Glen Cove, L. I., New York

the A.P. LITTLE INC. line

MEANS BUSINESS

Profits and Prestige

EXECUTIVE CARBONS AND RIBBONS

meet the maximum expectations of users of carbons and ribbons

• **EXECUTIVE typewriter ribbons. The only cotton ribbon that is superior to silk and nylon in every way. Writes with equal sharpness of silk and nylon. Produces much smoother impressions than the highest grade offerings of silk and nylon. Gives more even impression than silk and nylon.**

• **EXECUTIVE typewriter ribbons. The only ribbon to use to obtain the finest of write and wear from all makes of electric typewriters.**

• **EXECUTIVE carbon paper. Imprinted and back treated. Distinctive in appearance. Non-curl. No slipping in feed rolls. Maximum in cleanliness, durability, duplicating power and sharp writing.**

• **LITTLE MULTISERVE. One Little Multiserve enclosed in each box of EXECUTIVE carbon paper.**

• **LITTLE'S MULTISERVE. The outstanding item to increase efficiency on every typing operation. Through the use of the Multiserve, letters can be removed from the machine, corrections made, original and copies reassembled and reinserted in the machine and you are still assured of positive registration, eliminating the necessity of typing with the original ribbon on each carbon copy. Operator can type on the extreme lower edge of cards for files, regardless of size or shape. Insures positive registration on multiple copy work. Provides better copies on standard machines with soft platens, as well as noiseless machines.**

LITTLE means profitable clean cut distribution, placing the dealer at the top in quality, dependability and protection.

LITTLE factory cooperation really helps the dealer to obtain a satisfactory share of the best customer requirements.

Sold on basis of exclusive dealer representation

Write now for details and samples.

QUALITY EXCLUSIVELY SINCE 1888

A.P. LITTLE INC.

ROCHESTER 8, NEW YORK, U. S. A.

"QUALITY EXCLUSIVELY SINCE 1888"

Carbon Paper (Hecto-Spirit)

(Continued from page 52)

Dick, A. B., Co.
Ditto, Inc.
Duplicopy Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kraus Ribbon & Carbon Co.
LITTLE, A. P., INC.
Manifold Supplies Co.
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Neidich Process Co.
Old Town Corp.
Pacific Ribbon & Carbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pres-To-Line Corp. of America
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
Spiritform Co.
Standard Manifold Co.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
UNDERWOOD CORP.
Underwood, John, & Co.
U. S. TYPEWRITER RIBBON MFG. CO.
Waters & Waters Branch
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.
Write, Inc.

Carbon Paper (One-Time)

Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
Buckeye Ribbon & Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ribbon & Carbon Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
General Manifold & Ptg. Co.
HANO, PHILIP, CO.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbon Mfg. Corp.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Old Town Corp.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Port Huron Sulphite & Paper Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Rochester Ribbon & Carbon Co., Inc.
Snelling & Son
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
UNDERWOOD CORP.
Underwood, John, & Co.
U. S. TYPEWRITER RIBBON MFG. CO.
Waters & Waters Branch
WEBSTER, F. S., CO.
Write, Inc.

Carbon Paper (Pencil)

Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Stencil Mfg. Co.
Baco Ribbon & Supply Co.
Buckeye Ribbon & Carbon Co.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ribbon & Carbon Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Frye Mfg. Co.
General Manifold & Ptg. Co.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbon Mfg. Corp.
LITTLE, A. P., INC.

Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Co.
Old Town Corp.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pres-To-Line Corp. of America
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Rochester Ribbon & Carbon Co., Inc.
Snelling & Son
Standard Manifold Co.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
UNDERWOOD CORP.
Underwood, John, & Co.
U. S. TYPEWRITER RIBBON MFG. CO.
Waters & Waters Branch
WEBSTER, F. S., CO.
Write, Inc.

Carbon Paper Packs

Accurate Sales Book Co.
American Business Systems
American Lithofold Corp.
AMERICAN REGISTER CO.
American Stencil Mfg. Co.
Atlantic Register Co.
Autographic Register Co.
Carbon Paper Pac Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Ersco
HANO, PHILIP, CO., INC.
International Tag & Salesbook Co.
Kee Lox Mfg. Co., Inc.
Moore Business Forms, Inc.
Old Town Corp.
Queen Ribbon & Carbon Co., Inc.
Regal Typewriter Co., Inc.
Remington Rand Inc.
Rotary Printing Co.
Shelby Salesbook Co.
Standard Manifold Co.
Vue-Fax Corp.

Carbon Paper Ribbons

American Stencil Mfg. Co.
Buckeye Ribbon & Carbon Co.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Kee Lox Mfg. Co.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbon Mfg. Corp.
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Div.
Old Town Corp.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pres-To-Line Corp. of America
Regal Typewriter Co., Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Storms, H. M., Co.
Tru-Rite, Inc.
Underwood, John, & Co.
WEBSTER, F. S., CO.
Write, Inc.

Carbon Sets (Carbon and Second Sheet)

Accurate Sales Book Co.
American Business Systems
American Carbon Paper Mfg. Co.
CONSOLIDATED BUSINESS SYSTEMS, INC.
Copy Papers Sales & Service Agency, Inc.
E-Z Sort Systems, Ltd.
Ennis Tag & Salesbook Co.
Ersco
General Manifold and Printing Co.
Grand Rapids Loose Leaf Binder Co.
Kee Lox Mfg. Co., Inc.
National Litho Forms Co.
Newport News Forms Co., Inc.
Pacific Carbon & Ribbon Mfg. Co.
Port Huron Sulphite & Paper Co.
Rediform Division
Stenno Ribbon & Carbon Mfg. Co.
Vue-Fax Corp.
Watts, Alfred Allen, Co., Inc.

U. S.
Features All Types Of
INKED RIBBONS & CARBON PAPERS
Ribbons
ADDING • BILLING
MULTILITH • ADDRESSING
HECTOGRAPH
MULTIGRAPH
TABULATING
TIME CLOCK
TIME STAMP
TYPEWRITER
BOOKKEEPING
CASH REGISTERS
CHECK WRITERS
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P & P (Gummed Edge)
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Hot Wax
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PHILA. 6, PENNA.
Established 1896

Card Cases (Calling Card)

(See Cases, Calling Card)

Card Catalog Files

(See Furniture, Library)

Card and Paper Cutters

(See Trimming Boards)

Card Holders (Display)

(See Holders, Price Card)

Card Holders (Transparent)

(See Holders, Card, Transparent)

Card Index Files

(See Files, Card Index)

Card Index Systems

(See Index Systems, Card)

Card Index Trays

(See Files, Card Index, Tray)

Card Sorting Systems (Rod Type)

Boeckeler Instrument Co.
E-Z Sort Systems, Ltd.
McBee Co., The
Superior Business Machines, Inc.

Cards (Business and Personal)

Affleck Stationery Co.
Anderson & Sons, Inc. (Metal)
Art Emboss-Print Co.
Barnard, George D., Co.
Ersco
Leader Card Works
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Stauder Engraving Co.
Wiggins, John B., Co.

Cards (Greeting)

(See Greeting Cards)

Cards (Index)

(See Index Cards)

Carpets and Rugs

Bigelow-Sanford Carpet Co., Inc.
Firth Carpet Co.
Olson Rug Co.
Smith, Alexander, & Sons Carpet Co.

Carton Openers

(See Openers, Carton)

Cartridges (Ball Point Pen)

(See Ball Pen Cartridges)

Cases (Atlas)

Equipto Div., Aurora Equipment Co
Globe-Wernicke Co.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sjostrom, John E., Co.

Cases (Bankers' Note, Metal)

ABBOTT COIN COUNTER CO.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO., INC.
Currier Mfg. Co.
Le Febure Corp.
NU-CRAFT PRODUCTS CO.
Strayer Coin Bag Co.
WEIS MFG. CO.

Cases (Bankers' Note, Wallet)

ABBOTT COIN COUNTER CO.
Art Plastics Co.
Boyle Leather Goods Co., Inc.
Chicago Saddlery Co.
Collier Mfg. Corp.
Columbia Walescraft, Ltd.
Continental Bank-Supply Co.
COOKE & COBB CO.
DOPPELT, CHARLES, & CO., INC.
National Fiberstok Envelope Co.
SMEAD MFG. CO.
Strayer Coin Bag Co.
WILSON JONES CO.
Winfield Mfg. Co.

Cases (Bill Head)

(See Files, Bill Head, Wall Type)

Cases (Brief)

(See Brief Cases)

Cases (Calling Card, Leather)

All American Leather Goods Co.
Ameron Wallet & Leather Novelty Co.
Amity Leather Products Co.
Art Plastics Co.
Brown & Bigelow
Buxton, Inc.
Charm Products Mfg. Corp.
Doppelt, M. A.
Dreyfuss, H., & Co.
Enger-Kress Co.
Knickerbocker Leather & Novelty Co., Inc.
Landa Leather Products Co.
STANDARD DIARY CO.
Wiggins, John B., Co.
Wilson Memindex Co.

make the MOST of your BUYERS INDEX ISSUE

RELY ON THE INDEX WHENEVER YOU NEED PRODUCT INFORMATION

This *dependable* guide to sources of supply can well be your most valuable purchasing aid. Under the PRODUCT LISTINGS you will find the names of manufacturers of all types of office supplies, machines and furniture. The complete address of each manufacturer can be located easily in the ALPHABETICAL LISTINGS at the front of the INDEX. Trade names are listed conveniently near the back, in addition to important details concerning all of the trade associations in the office equipment and supply industry.

Let the BUYERS INDEX ISSUE serve you daily. Depend on it . . . train your salesmen and office employees to use it also. Keep it centrally located so that everyone has access to it. And remember . . . replacement cannot be guaranteed . . . so be sure that your copy does not get misplaced or filed out of sight. *The INDEX is the most authoritative buying service available to the trade.*

For specific details about products and manufacturers write or phone the Service Bureau. The INDEX and the facilities of the Bureau are available only to regular readers of OFFICE APPLIANCES—the Key to the Market Places of the Industry.

Cases (Calling Card, Plastic)

AIGNER, G. J., CO.
ANGLER'S PRODUCTS CO.
Art Plastics Co.
Barwel Mfg. Co., Inc.
Blank, Arthur, & Co.
Collier Mfg. Corp.
MEIER, JOSHUA, CO., INC.
Plastic Service Co.
Veri-Nu Products Co.
Vita Specialties Co., Inc.

Cases (Correspondence)

BANOV-BERNSLEY & CO.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
Globe-Wernicke Co.
Knickerbocker Leather & Novelty Co.
Landa Leather Products Co.
Lexington Leather Goods Co.
Mason Stationery Products, Inc.
POLAR MFG. CO.
Redi-Record Products Co.
SAINBERG & CO., INC.
VEVIER LOOSE LEAF CO.

Cases (Display)

(See Fixtures, Store, Showcases)

Cases (Office Machine)

(See Cases, Typewriter)

Cases (Pamphlet)

Demco Library Supplies
Gaylord Bros., Inc.
Globe-Wernicke Co.

Cases (Salesmen's Sample)

All American Leather Goods Co.
American Trunk & Case Co.
Barwel Mfg. Co., Inc.
Burkhardt Co.
Canvas Products Corp.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Fiberbilt Sample Case Co., Inc.
Galewski, A., & Sons, Inc.
Knickerbocker Case Co.
Lifton Mfg. Corp.
Luxor Leathercraft Corp.
National Brief Case Mfg. Co.
Philadelphia Leather Goods Co.
Reif, A., & Co.
STEIN BROS. MFG. CO.
Thomases & Co.
U. S. Luggage & Leather Products Co.
Warren Leather Goods Co.
Winfield Mfg. Co.

Cases (Transfer)

(See Files, Storage)

Cases (Trophy)

Beckley-Cardy Co.
Carlton-Surrey, Inc.
Columbus Show Case Co.
Excellent Cabinet Works Co.
Ideal School Supply Co.
Michaels Art Bronze Co., Inc.
Newman Bros., Inc.
ROWLES, E. W. A., CO.

Cases (Typewriter)

Ames Supply Co.
Knickerbocker Case Co.
Philadelphia Leather Goods Co.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Typewriter Accessories Co.
U. S. Luggage & Leather Goods Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Warren Leather Goods Co.
Winship Co.

Cash and Strong Boxes

(See Boxes, Cash)

MASTER MADE
PRECISION BUILT CASTERS
★ Furniture Casters
★ Office Chair Casters
★ Portable Equipment Casters
★ Rubber Stripping
★ No Dent Rubber Cushions
★ Noiseless Glides
★ Rubber Chair Bumpers

Send today for catalog No. 10 and new price list with ample trade discounts.
Master Manufacturing COMPANY
1676 E. 28th St., Lorain, Ohio

Cash Drawer Bases

Arnot and Co., Inc.
Indiana Cash Drawer Co.
International Cash Register Parts Co.
Leeds Cash Register Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Cash Drawers

(Adding Machine Attached)

Allen, R. C., Business Machines, Inc.
Burroughs Adding Machine Co.
Clary Multiplier Corp.
Monroe Calculating Machine Co.
Remington Rand Inc.
Smith, L. C., & Corona Typewriters, Inc.
VICTOR SAFE & EQUIPMENT CO., INC.

Cash Drawers

(Autographic Register Attached)

Accurate Sales Book Co.
AMERICAN REGISTER CO.
Autographic Register Co.
Egry Register Co.
Hamilton Autographic Register Co.
Indiana Cash Drawer Co.
Miami Systems Corp.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
Nichols, H. W., Salesbook Co.
Rediform Division
Shelby Salesbook Co.
Uarco, Inc.

Cash Drawers (Under Counter)

Arnot and Co., Inc.
ART METAL CONSTRUCTION CO.
Indiana Cash Drawer Co.
Orthwine, Rudolf, Corp.
Tucker-Dorsey Mfg. Corp.
Watson Mfg. Co.

Cash Register Parts

International Cash Register Parts Co.
Leeds Cash Register Mfg. Co.
National Cash Register Co.

Cash Register Rolls

(See Rolls, Paper, Cash Register)

Cash Registers (Standard)

Federal Cash Register Co.
McCaskey Register Co.
National Cash Register Co.
Regna Cash Register, Inc.
Remington Rand Inc.
Rockwell Register Corp.

Cashier's Pad Racks

(See Racks, Cashier's Pad)

Caster Bases (Filing Cabinet)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIV.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Shaw-Walker Co.

Caster Cups

BASSICK CO.
Darnell Corp., Ltd.
FAULTLESS CASTEL CORP.
Floorcraft Co.
Hazel-Atlas Glass Co.
Konko Sales Co.
National Brass Co.
Rice Caster Co.
Schacht Rubber Mfg. Co.
Sun Rubber Co.

Casters (Furniture, Office)

Adjustable Caster Co.
BASSICK CO.

"It's a Bassick"

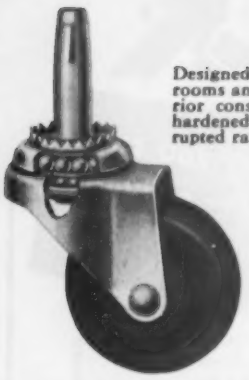
THE BASSICK LINE is the world's largest . . . when you sell Bassick office chair casters and floor-protection equipment you can guarantee satisfaction . . . render a real service to your customer . . . and there is *profit* in selling casters.

THE BASSICK COMPANY, Bridgeport 2, Connecticut. Division of Stewart-Warner Corporation. *Canadian Division:* Stewart-Warner-Alemite Corp., Ltd., Belleville, Ontario.

NOELTING

SPECIFY **Faultless** **CASTERS, CUPS and GLIDES**

for more complete applications on more types of furniture, at more profit. It's the Quality Line priced for volume sales.



WOOD FURNITURE DOUBLE BALL BEARING SWIVEL CASTERS

Designed especially for use on chairs in offices, study rooms and libraries, where quiet is essential. Of superior construction, this caster has two full rows of hardened ball bearings swiveling freely in uninterrupted raceways. Low over-all height, dust-proof construction. Bearings lubricated at factory. Furnished with either Ruberex (cushion tread) or Plaskite (hard tread) wheel. A very easy swiveling caster.

Copper Oxidized Finish

Style No.	Kind of Wheel	Diam. of Wheel	Weight Per Set of 4
2478	Ruberex	1⅝"	1 Lb. 6 Oz.
2479	Ruberex	2"	1 Lb. 10 Oz.
2378	Plaskite	1⅝"	1 Lb. 4 Oz.
2379	Plaskite	2"	1 Lb. 10 Oz.

Packed 1 Set in Individual Display Carton

FURNITURE CUPS FOR STATIONARY FURNITURE

Packed 1 Set in Individual Display Carton

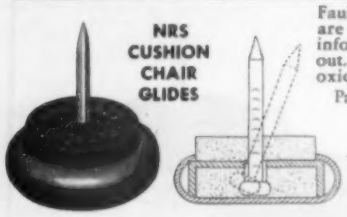
Faultless Unbreakable Rockite and Ruberex Cups for heavy stationary furniture protect floor coverings. Made in fadeless brown shade.

SQUARE CUPS

Style No.	Size of Opening	Cushion Base	Hard Base
SC4 112	1½"	Ruberex	
SC4 134	1¾"	Ruberex	
SC4 200	2"	Ruberex	
SC4 258	2⅝"	Ruberex	
SC7 112	1½"		Rockite
SC7 134	1¾"		Rockite
SC7 200	2"		Rockite
SC7 258	2⅝"		Rockite

ROUND CUPS

Style No.	Size of Opening	Cushion Base	Hard Base
RC4 138	1⅜"	Ruberex	
RC4 158	1⅝"	Ruberex	
RC7 138	1⅜"		Rockite
RC7 158	1⅝"		Rockite



NRS CUSHION CHAIR GLIDES

Faultless quiet Cushion Chair Glides are mounted in live rubber. Steel reinforcing frame prevents nail pulling out. Base of hardened steel, copper oxidized, impervious to wear.

Packed 1 Set in Individual Display Carton

No.	Base Diameter	Weight Per Set
NRS 078	⅞"	1½ Oz.
NRS 116	1 1/16"	2¾ Oz.
NRS 114	1¼"	3¾ Oz.
NRS 112	1½"	4½ Oz.

Faultless Cushion Chair Glide with machine screw attachment. 8-32 thread. For use on metal chairs. Furnished with nut.

SRS CUSHION CHAIR GLIDES WITH MACHINE SCREW ATTACHMENT

Packed in Bulk

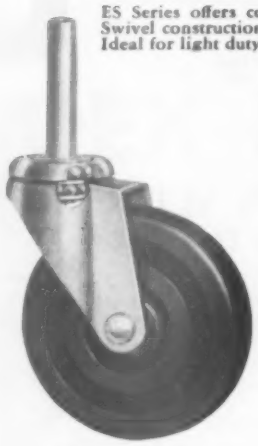
No	Base Diameter	Weight Per Set
SRS 078	⅞"	1½ Oz.
SRS 116	1 1/16"	2¾ Oz.
SRS 114	1¼"	3¾ Oz.
SRS 112	1½"	4½ Oz.

UMBRELLA TYPE GLIDE FOR METAL TUBING

Especially designed for quick, permanent application to office, school and institutional metal tube furniture. Rubber cushion insulates metal from metal, eliminates noise or vibration. Spring steel umbrella. Nickel finish base.

Glide No.	Base Dia.	Socket No.	Tubing Inside Dia.	Tubing Outside Dia.
DRS 078	⅞"	201	.4375	9/16"
DRS 116	1 1/16"	203	.5625	11/16"
		204	.625	¾"
		208	.870	1"
		212	1.027	1⅛"

*Furnished with legmount.



METAL FURNITURE DOUBLE BALL BEARING CASTERS

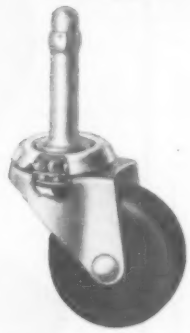
ES Series offers combined features of Double Ball Bearing Swivel construction, and pivot bearing stem for steel sockets. Ideal for light duty metal tube furniture.

Style No.	Diam. of Wheel	Kind of Wheel	Weight Set of 4 (Lbs.)
ES338	1⅝"	Plaskite	1¼
ES438	1⅝"	Ruberex	1¼
ES339	2"	Plaskite	1½
ES439	2"	Ruberex	1½

STEEL SOCKETS FOR ES CASTERS

Socket Number	I.D. Round Tube	O.D.
120	.777	⅞"
121	.810	1"
123	.872	1 1/16"
123A	.872	1 1/16"
124	.844	1"
124A	.844	1"
125	.894—.902	1"—1 1/16"
126	1.072	1¼"
126A	1.072	1¼"
127	1.120	1¼"
127A	1.120	1¼"
129	1.816—1.830	1 29/32"—1.9"
131	1.430 Square	1½" Square

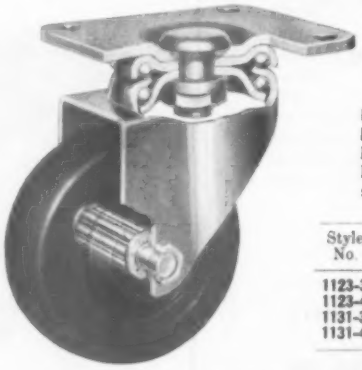
Letter "A" designates nickel plated steel skirt.



EW SERIES WITH FRICTION GRIP STEM

Double ball bearing swivel with two complete rows of balls. Low overall height.

Style No.	Diam. of Wheel	Kind of Wheel	Weight Set of 4 (Lbs.)
EW338	1⅝"	Plaskite	1¼
EW438	1⅝"	Ruberex	1¼
EW339	2"	Plaskite	1½
EW439	2"	Ruberex	1½

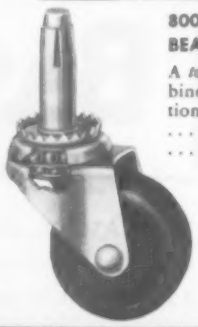


1100 SERIES LIGHT DUTY DOUBLE BALL BEARING CASTER

Has two complete ball races, using best grade balls, all bearing surfaces hardened, special king pin construction, dustproof. Furnished with Roller Bearing Ruberex or Plaskite wheels. A very strong, durable caster.

Style No.	Kind of Wheel	Diam. Wheel	Size Plate	Lbs. Cap Each
1123-3	Ruberex	3"	4 x 4	200
1123-4	Ruberex	4"	4 x 4	250
1131-3	Plaskite	3"	4 x 4	300
1131-4	Plaskite	4"	4 x 4	350

Rubber Tired Wheels Available



8000 SERIES DOUBLE BALL BEARING GRIP NECK CASTERS

A *top quality* double ball bearing office chair caster. Combines lowest overall height for this type precision construction . . . dustproof design . . . lubricated, hardened raceways . . . choice of hard or cushion tread composition wheels . . . copper oxidized finish. Packed one set in box.

Style No.	Diameter of Wheel	Kind of Wheel	Weight Per Set
8375	1¼"	Plaskite	1 lb.
8378	1⅝"	Plaskite	1 lb.
8379	2"	Plaskite	1 lb. 5 oz.
8478	1⅝"	Ruberex	1 lb.
8479	2"	Ruberex	1 lb. 5 oz.

FAULTLESS CASTER CORPORATION DEPT. OA-52, EVANSVILLE 7, IND

Branches in Atlanta, Boston, Chicago, Cleveland, Dallas, Detroit, Grand Rapids, High Point, Houston, Indianapolis, Los Angeles, New York, St. Louis. Canadian Factory: Stratford, Ontario

Casters (Furniture, Office)
(Continued from page 57)

Colson Corp.
Darnell Corp., Ltd.
FAULTLESS CASTER CORP.
Floorcraft Co.
Levelor Sales Corp.
MASTER MFG. CO.
National Lock Co.
Phoenix Caster Co., Inc.
Rice Caster Co.
Rosen, S., Mfg. Co.
Schacht Rubber Mfg. Co.
Schatz Mfg. Co.

Casters (Furniture, Office, Adjustable)

Adjustable Caster Co.
FAULTLESS CASTER CORP.

Casters (Truck)

BASSICK CO.
FAULTLESS CASTER CORP.
Floorcraft Co.
Hamilton Caster & Mfg. Co.
Nutting Truck & Caster Co.
Phoenix Caster Co.
Rice Caster Co.
Rosen, S., Mfg. Co.

Catalog Binders
(See Binders, Catalog)

Catalog Racks
(See Binders, Catalog, Counter Rack)

Catalogs (Stock)

ASSOCIATED STATIONERS SUPPLY CO.
BANKERS & MERCHANTS, INC.
Dalton, Wm. J., Advertising
Jacobi, Frank C.

Cellophane Bags
(See Bags, Cellophane)

Celluloid Sheet Protectors
(See Sheet Protectors)

Chair Glides and Tips
(See Glides and Tips)

Chair Irons and Swivels

BASSICK CO.
Collier-Keyworth Co.
MURPHY-MILLER, INC.
Seng Co.

Chair Mats
(See Mats, Chair)

Chair Pads and Cushions
(See Cushions, Chair)

Chair Springs
(See Chair Irons and Swivels)

Chairs (Bank of England, Wood)

Carlton-Surrey, Inc.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
Murphy Chair Co.
SCERBO, FRANK, & SONS, INC.
Shaw-Walker Co.
Sikes Co., Inc.
Taylor Chair Co.
Worden Co.

Chairs (Bentwood)

Adirondack Chair Co.
Bentwood Products, Inc.
Buckstaff Co.
Crown Products Co.
HIGH POINT BENDING & CHAIR CO.
Hudson Craftsmen, Inc.
Thonet Industries, Inc.

Chairs (Executive, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
Blair Aluminum Furniture Co.
Cramer Posture Chair Co.
Emeco Corp.
Flewelling, L. C., Co.
General Fireproofing Co.
Globe-Wernicke Co.
OHIO CHAIR CO., INC.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.

Chairs (Executive, Steel)

American Fixture & Mfg. Co.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
DoMore Chair Co., Inc.
FRITZ-CROSS CO.
General Fireproofing Co.
HAMILTON MFG. CORP.
Harter Corp.
Kentube Mfg. Co., Inc.

No. 1600

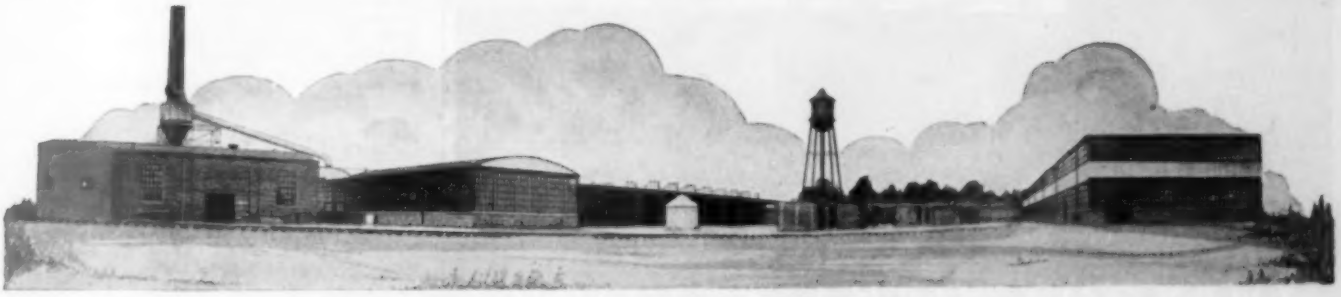
EXCLUSIVELY Yours...

"Craftsman" chairs are easy to sell, because their outstanding value reflects exclusive attention to the fine art of producing wood chairs for business use.

Write for catalog data.

JASPER SEATING CO.
JASPER, INDIANA
MEMBER WOOD OFFICE FURN. INSTITUTE

No. 980
Bank of England



Boling *Chairs*

High Point Bending & Chair Company of Siler City N.C.

Have Everything...

Each one is a sales tested design that has earned customer satisfaction to a degree that brings repeat orders.

Each one is styled for eye appeal as well as bodily comfort—and skilled craftsmanship assures the quality of endurance.

To be sure that you have everything your customers want in chairs, stock Boling. Ask for your copy of our catalog, "Chairs for All Business."

HIGH POINT BENDING & CHAIR CO.

SILER CITY, N. C.

Chairs (Executive, Steel)

(Continued from page 59)

KING POSTURE CHAIR CO.
Maso Steel Products
Metal Office Furniture Co.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
SHEPHERD CHAIR CO.
STURGIS POSTURE CHAIR CO.
Wells Chair Corp.

Chairs (Executive, Wood)

Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
Carlton-Surrey, Inc.
Congress Chair Co., Inc.
Cook Chairs, Inc.
Decker, Isaac C., Inc.
Dependable Mfg. Co.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corp.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Marble, B. L., Chair Co.
Miller, Herman, Furniture Co.
Milwaukee Chair Co.
Monarch Furniture Co., Inc.
Monroe Upholstery Shops, Inc.
Murphy Chair Co.
MURPHY-MILLER, INC.
Princeton Upholstery Co., Inc.
Rest-A-While Couch Co.
SCERBO, FRANK, & SONS, INC.
Shaw-Walker Co.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Wells Furniture Mfg. Co.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (Folding, Metal)

Adirondack Chair Co.
American Seating Co.
Beckley-Cardy Co.
Clarin Mfg. Co.
Crown Products Co.
Doehler Metal Furniture Co., Inc.
Durham Mfg. Corp.
Heywood-Wakefield Co.
Ionia Mfg. Co.
Krueger Metal Products
Lyon Metal Products, Inc.
Maple City Stamping Co.
Marshallan Mfg. Co.
National Chair Co.
National School Equipment Co.
Norcor Mfg. Co., Inc.
Precision Mfg. Co.
Rastetter, Louis, & Sons Co. (Magnesium)
Royal **Metal Mfg. Co.**
Shwayder Bros., Inc.
Troy Sunshade Co.
WACO PRODUCTS, INC.

Chairs (Folding, Wood)

Adirondack Chair Co., Inc.
American Seating Co.
Bentwood Products, Inc.
Crown Products Co.
Ferguson Bros. Mfg. Co.
Fort Massac Chair Co.
HIGH POINT BENDING & CHAIR CO.
MURPHY-MILLER, INC.
National Chair Co.
National School Equipment Co.
Peabody Co.
Rastetter, Louis, & Sons Co.
Stakmore Co., Inc.
Standard Mfg. Co.
Telescope Folding Furniture Co., Inc.

Chairs (Full Upholstered, Wood Frame)

Barcalo Mfg. Co.
Berkey Leather Furniture Corp.
Brenner, Wm., Furniture Corp.
BRIGHT CHAIR CO., INC.
Buckstaff Co.

Gunlocke MEANS—

QUALITY FOR CUSTOMERS
PROFITS FOR YOU

AND HERE'S WHAT YOU MAKE YOUR MONEY ON

2299

2296

2295AC

622

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YES, Gunlocke has a double meaning—(1) excellent dealer profit opportunities; (2) customer satisfaction, which adds up to repeat business. The reason is *quality*—you don't need to cross your fingers when you talk about Gunlocke top quality. It's there—based on sound design and careful Gunlocke workmanship. Sell Gunlocke for bigger profits and satisfied customers.

2301

2237

682RSB

1947

588P

1920

1941

The Progressive

W. H. GUNLOCKE CHAIR COMPANY

WAYLAND, NEW YORK

A full line of QUALITY POSTURE CHAIRS

920 1023 600 EXECUTOR 540-E 930

Shepherd gives you *true* posture *chairs* with more adjustments, easier adjustments, more comfort and quality features than any other line. For chairs that scientifically take the fatigue out of a work day . . . chairs that are gracefully proportioned and built to last . . . specify *Shepherd.*

write now, for complete information including prices

NEW "2800" Series AVAILABLE IN "NO SAG" BOX SEAT — OR WATERFALL SEAT

2820 2830 2810

Shepherd CHAIR COMPANY

1920 MAIN ST. • MELROSE PARK, ILL.

Chairs (Full Upholstered, Wood Frame)

(Continued from page 60)

Cardinal Sales, Inc.
Carlton-Surrey, Inc.
Congress Chair Co., Inc.
Decker, Isaac Co., Inc.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
Imperial Leather Furniture Co.
INDIANA CHAIR CO.
Jamestown Lounge Co.
Johnson Chair Co.
KENMAR MFG. CO.
Kingdom Mfg. Co.
Marble, B. L., Chair Co.
Miller, Herman, Furniture Co.
Modernize
Monarch Furniture Co.
Monroe Upholstery Shops, Inc.
Morse, Ralph, Furniture Co.
National Furniture Mfg. Co.
Newark Chair & Furniture Co., Inc.
NIEMANN, INC.
Princeton Upholstery Co., Inc.
SCERBO, FRANK, & SONS, INC.
Sloane, W. & J.
Stanley Mfg. Co.
Stationers Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co., Inc.
Thonet Industries, Inc.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (High Base, Aluminum)

Blair Aluminum Furniture Co.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Wells Chair Corp.

the biggest values in Comfort, Beauty and Quality . . .

model 322

KING ROYALTY LINE

• COMFORT
• BEAUTY
• ECONOMY
• DURABILITY
• ADJUSTABILITY

King offers the biggest chair values an office dollar can buy. The handsome styling and custom-crafted quality of the entire King line is instantly appealing. When you sell King chairs, you'll find volume sales easier to make . . . and at a greater profit. Management and personnel are mutually pleased *investment-wise* and comfort-wise . . . that means repeat business.

Write Today for Literature and Price List on the entire King Royalty Line.

KING POSTURE CHAIR COMPANY

953 So. Raymond Avenue • Pasadena 2, Calif.

Chairs (High Base, Steel)

AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
American Fixture & Mfg. Co.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Doehler Metal Furniture Co., Inc.
Domore Chair Co., Inc.
Emeco Corp.
FRITZ-CROSS CO.
Harter Corp.
KING POSTURE CHAIR CO.
Lyon Metal Products, Inc.
Marshallan Mfg. Co.
Maso Steel Products
Milwaukee Metal Furniture Co.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SHEPHERD CHAIR CO.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
Welch Industries
Wells Chair Corp.

Chairs (High Base, Wood)

Cook Chairs, Inc.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
INDIANA CHAIR CO.
Johnson Chair Co.
Milwaukee Chair Co.
Taylor Chair Co.

Chairs (Judge's)

BRIGHT CHAIR CO.
Carlton-Surrey, Inc.
Cook Chairs, Inc.
GUNLOCKE, W. H., CHAIR CO.
Grand Rapids Leather Furniture Co.
Heller Furniture Ltd.
Imperial Leather Furniture Corp.
JASPER CHAIR CO.
Johnson Chair Co.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
Princeton Upholstery Co., Inc.
SCERBO, FRANK, & SONS, INC.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Young Chair Co.

America's Standard of Business Seating

FINE-REST Aluminum Chairs meet the requirements of every business. They have eye-appeal that make them a cinch to sell . . . intrinsic merit that guarantees user satisfaction . . . price appeal that produces real profits. However, providing the dealer with a good product is not enough. FINE-REST doesn't stop there. It delivers a favorable dealer policy supported by a tangible program designed to help sell more chairs. Why not feature the best—why not feature FINE-REST?

• write for information on available **FINE-REST** franchises.

ALUMINUM SEATING CORPORATION

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MAKES SALES IN COMFORT . . .
The big factor that produces repeat office chair sales is COMFORT . . . and comfort is built into every Indiana Chair. Write today for information about sellable, comfortable . . .

Indiana Chairs

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JASPER, INDIANA

Chairs (Jury)

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Globe-Wernicke Co.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
Taylor Chair Co.

Chairs (Opera and Stadium)

American Seating Co.
Arlington Seating Co.
Griggs Equipment Co.
Heywood-Wakefield Co.
Irwin Seating Co.
Krueger Metal Products, Inc.
National School Equipment Co.
Norcor Mfg. Co.
Peabody Co.
ROWLES, E. W. A., CO.

Chairs (Posture, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
Blair Aluminum Furniture Co.
BROWNE-MORSE CO.
Cramer Posture Chair Co.
Emeco Corp.
Flewelling, L. C., Co.
General Fireproofing Co.
Globe-Wernicke Co.
OHIO CHAIR CO., INC.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shaw-Walker Co.
Wells Chair Corp.

Chairs (Posture, Steel)

AJUSTO EQUIPMENT CO.
American Fixture & Mfg. Co.
Angle Steel, Inc.
Artility Metal Products, Inc.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Domore Chair Co., Inc.
Emeco Corp.
ENGINEERING MFG. CO.
Flewelling, L. C., Co.
FRITZ-CROSS CO.
General Fireproofing Co.
HAMILTON MFG. CORP.
Harter Corp.
KING POSTURE CHAIR CO.
Maso Steel Products
Milwaukee Metal Furniture Co.
National School Equipment Co.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
SHEPHERD CHAIR CO.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
Welch Industries
Wells Chair Corp.

Chairs (Posture, Wood)

Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
Cook Chairs, Inc.
Decker, Isaac C., Inc.
Domore Chair Co., Inc.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
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Marble, B. L., Chair Co.
Milwaukee Chair Co.
Murphy Chair Co.
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Rest-A-While Couch Co.
SCERBO, FRANK, & SONS, INC.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

8 chairs from the complete Sturgis line

1800 SENIOR EXECUTIVE

1825 EXECUTIVE GUEST

1210 EXECUTIVE

1805 SENIOR SPRING-REST

1275 RECEPTION

624N SMILEMASTER

972 GLIDEMASTER

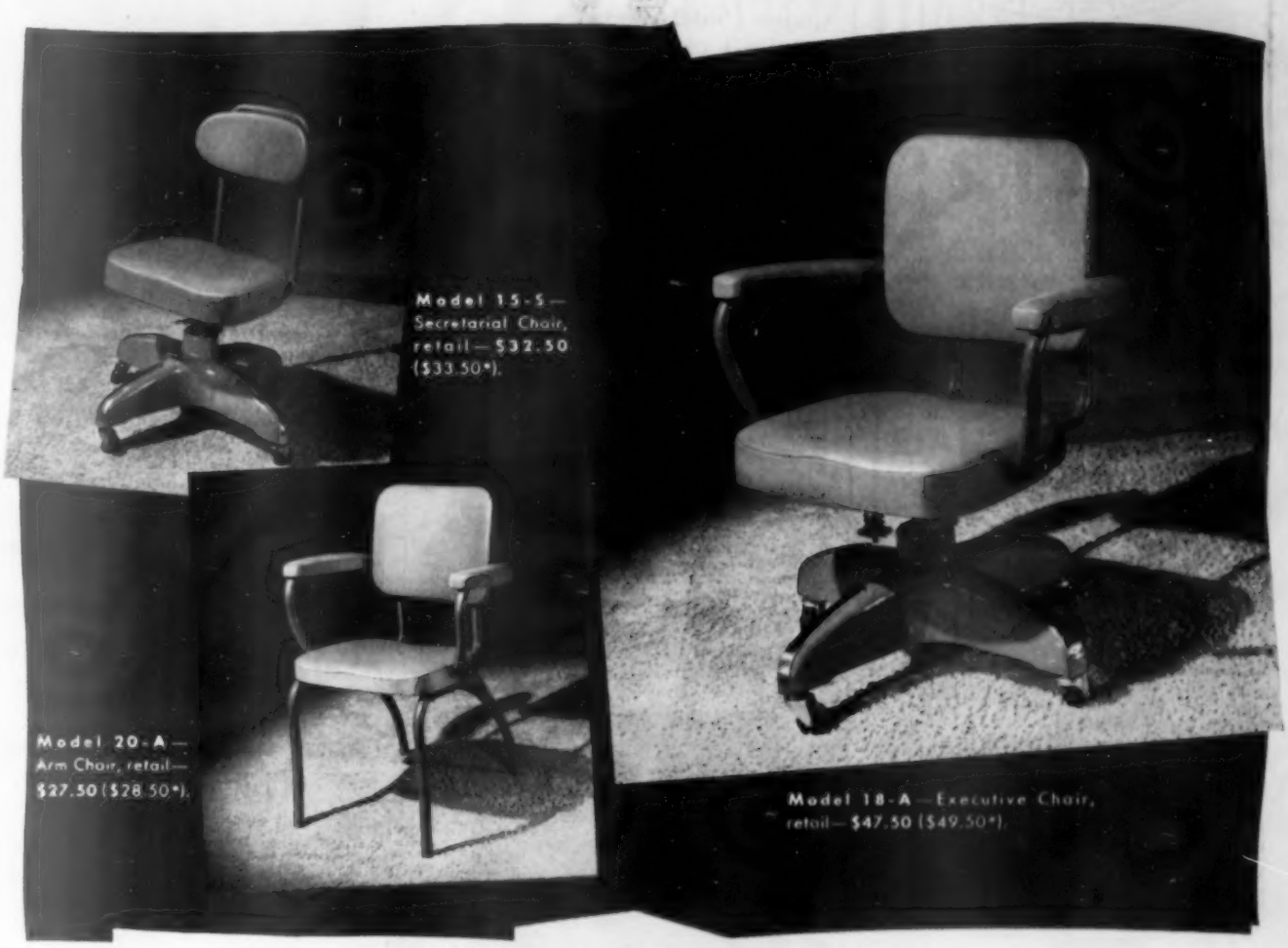
637FF HIGH MASTER

Sturgis Chairs are Engineered for keeps.—all welded-metal frames—Bonderized—infra-red baked finishes — hand-tailored upholsteries — plus many other advanced engineering features.

Call your local Sturgis Dealer.

Sturgis
POSTURE CHAIRS
The Sturgis Posture Chair Company
Sturgis, Michigan

COSCO: today's best value in Office Chairs



OTHER COSCO MODELS: 15-F, fixed back secretarial chair, $29.95 ($31.00*); 20-L, armless side chair, $22.50 ($23.00*); 18-T, general office chair, $42.50 ($44.00*).

Your sales volume will be greater when you feature Cosco Office Chairs because, in Cosco, your customers get far greater VALUE. Check Cosco Chairs in every detail and see if this isn't so.

Note their sturdier, all-steel construction . . . handy comfort adjustments—all made without tools and including some found on no other chairs . . . their large, foam rubber-cushioned, saddle seats . . . the Du Pont "Fabrilite" upholstery in all popular office colors . . . their long-wearing, Bonderized baked-on enamel finish in harmonizing colors.

Then note the price tags and see how much less Cosco Chairs cost than anything comparable on the market.

Give your customers the benefits of these greater Cosco values by featuring the complete Cosco line . . . there's a model for every office seating need.

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

COSCO OFFICE CHAIRS

Nationally advertised—custom-built comfort at mass-production prices

*Zone 2—Texas, Florida and 11 Western states.

JASPER CHAIR CO.
Jasper
JASPER, IND.

MANUFACTURERS OF

TOP-QUALITY

CHAIRS

for

OFFICES, BANKS, SCHOOLS, LIBRARIES

and

PUBLIC BUILDINGS

"The RIGHT CHAIR at the RIGHT PRICE"

JASPER CHAIR CO.

Jasper, Indiana

Chairs (Reclining, Upholstered)

Barcalo Mfg. Co.
Decker, Isaac C., Inc.
Heller Furniture Ltd.
INDIANA CHAIR CO.
KENMAR MFG. CO.
Midwest Furniture Co.
Milwaukee Chair Co.
Streit, C. F., Mfg. Co.
Thomas Furniture Co.
Wisconsin Chair Co.

Chairs (Side, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
Blair Aluminum Furniture Co.
BROWNE-MORSE CO.
Cramer Posture Chair Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
OHIO CHAIR CO., INC.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Co.
Wells Chair Corp.

Chairs (Side, Steel)

Adirondack Chair Co.
American Fixture & Mfg. Co.
Arlington Seating Co.
Artility Metal Products, Inc.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Fixtures Mfg. Corp.
General Fireproofing Co.
Griggs Equipment Co.
HAMILTON MFG. CORP.
Harter Corp.
Kentube Mfg. Co., Inc.
KING POSTURE CHAIR CO.
Krueger Metal Products, Inc.
Marshallan Mfg. Co.
Maso Steel Products
Metal Office Furniture Co.
Milwaukee Metal Furniture Co.
Precision Mfg. Co.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
Troy Sunshade Co.
Virtue Bros. Mfg. Co.
WACO PRODUCTS, INC.
Wells Chair Corp.

Chairs (Side, Wood)

Adirondack Chair Co.
Arlington Seating Co.
Buckstaff Co.
Congress Chair Co., Inc.
Cook Chairs, Inc.
Crown Products Co.
Decker, Isaac C., Inc.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corp.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Marble, B. L., Chair Co.
Miller, Herman, Furniture Co.
Milwaukee Chair Co.
Monarch Furniture Co.
Murphy Chair Co.
MURPHY-MILLER, INC.
Rastetter, Louis, & Sons Co.
SCERBO, FRANK, & SONS, INC.
Shaw-Walker Co.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Thonet Industries, Inc.
Wells Furniture Mfg. Co.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

MODEL 150-L

The "REPEAT" Line

Customers come back for more when you sell them FRITZ-CROSS CHAIRS. They're handsome, durable, adjustable, comfortable. Manufactured in metal in a full range of models, grades, upholsterings and colors, they're the complete line for dealers who want to compete and repeat!

Write for literature.

THE FRITZ-CROSS COMPANY
300 E. 4TH STREET
ST. PAUL 1 • MINNESOTA

business chairs by MURPHY-MILLER

Write for this illustrated catalog showing the complete line

write today!

MURPHY-MILLER, INC.
OWENSBORO, KENTUCKY

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Blair Aluminum Furniture Co.
Cramer Posture Chair Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Riteform Chair Co., Inc.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.

Chairs (Tablet Arm, Steel)

Adirondack Chair Co.
American Fixture & Mfg. Co.
American Seating Co.
Arlington Seating Co.
Beckley-Cardy Co.
Cramer Posture Chair Co., Inc.
Emeco Corp.
Griggs Equipment Co.
Heywood-Wakefield Co.
Krueger Metal Products, Inc.
Norcor Mfg. Co.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
Toledo Metal Furniture Co.

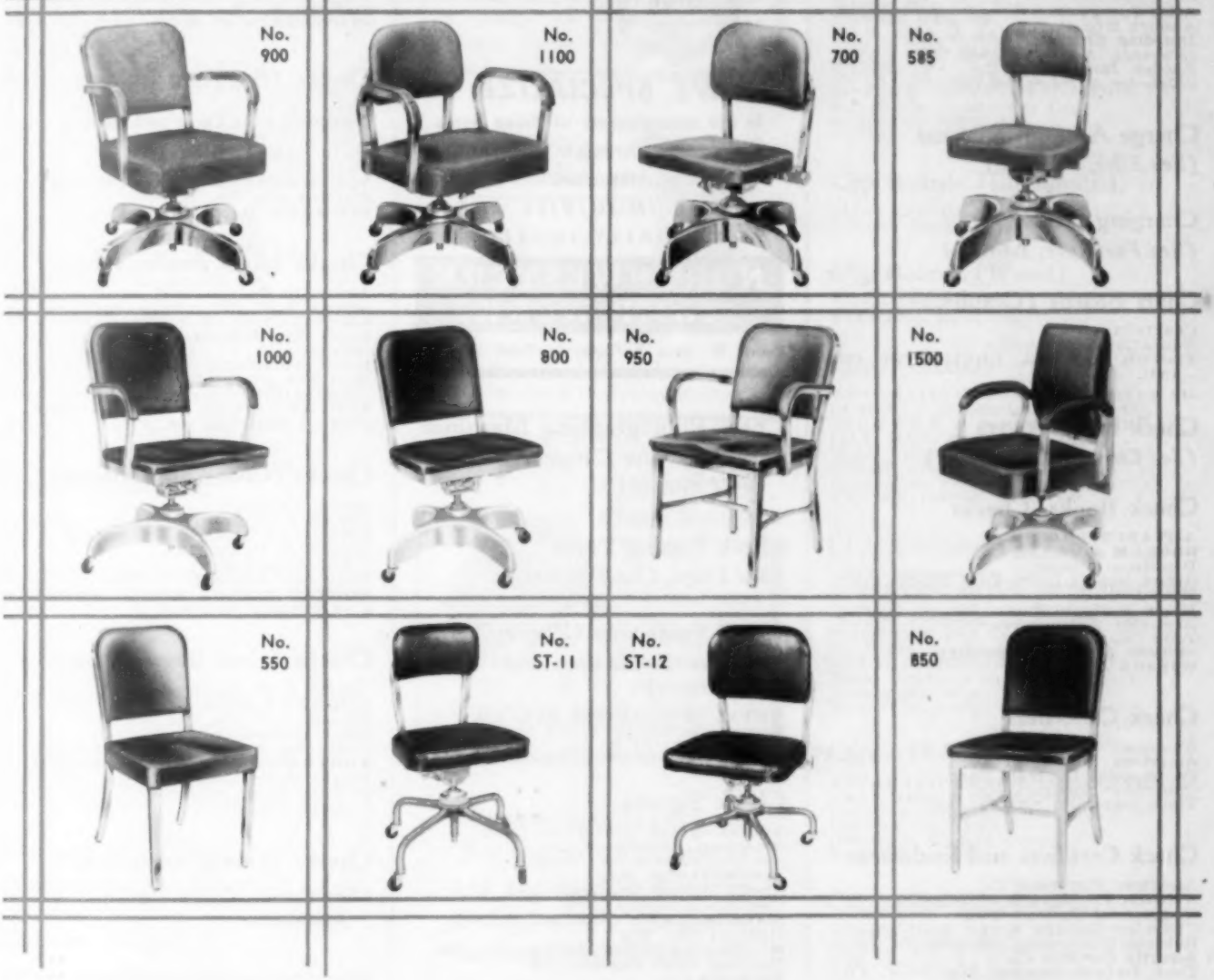
Chairs (Tablet Arm, Wood)

Adirondack Chair Co.
Beckley-Cardy Co.
Buckstaff Co.
Carlton-Surrey, Inc.
Cook Chairs, Inc.
Donie Chair and Mfg. Co., Inc.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Milwaukee Chair Co.
National Chair Co.
National School Equipment Co.
ROWLES, E. W. A., CO.
Sloane, W. & J.
Taylor Chair Co.
Thonet Industries, Inc.
Wells Furniture Mfg. Co.

Rest-All

ALUMINUM OFFICE AND INSTITUTIONAL CHAIRS

FIRST CHOICE OF LARGE AND SMALL USERS AFTER RIGID COMPARISON TESTS*



OHIO CHAIR CO Inc.
28 W. MADISON AVE., YOUNGSTOWN, OHIO

*Rest-All Chairs have won selection over other leading makes, under the most gruelling possible tests for low maintenance factors, comfort and appearance. Specific details on request.

Test and compare Rest-All Chairs before you buy. Ask for descriptive literature and complete details.

Chairs (Tubular Steel)
(See Furniture, Chrome, Tubular Steel)

Chalk (Blackboard)
American Art Clay Co.
American Crayon Co.
Art Crayon Co., Inc.
Beckley-Cardy Co.
Binney & Smith Co.
BRADLEY, MILTON, CO.
Brown, Arthur, & Bro.
DIXON, JOSEPH, CRUCIBLE CO.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Lowell Specialties Co.
National Crayon Co.
N. Y. Silicate Book Slate Co., Inc.
St. Louis Crayon & Handle Co.
Standard Crayon Mfg. Co.
Walbuck Crayon Co.
Weber Costello Co.
Weber, F., Co.

Chamois
Atlas Sponge Co.
Auburn Mfg. Co.
Drueding Bros. Co.
Lawrence, A. C., Leather Co.
Rhodes, James H., & Co.
Schroeder & Tremayne, Inc.

Charge Account Systems
(See Files, Account)

Charging Desks
(See Furniture, Library)

Chart Boards (Graphic)
Chart-Pak, Inc.
Educational Exhibition Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Check Book Covers
(See Covers, Check Book)

Check Books, Checks
ADVANCO PRODUCTS
BOORUM & PEASE CO.
Dennison & Sons
Grand Rapids Loose Leaf Binder Co.
Hall, J. C., Co.
Moore Business Forms, Inc.
Reynolds & Reynolds Co.
Todd Co., Inc.
"TOPS" BUSINESS FORMS
WILSON JONES CO.

Check Cancellers
American Bank Equipment Co.
American Perforator Co.
Commercial Controls Corp.
Cummins-Chicago Corp.
Time, Date and Number, Inc.

Check Certifiers and Endorsers
American Perforator Co.
AMERICAN SEAL & STAMP CO.
Commercial Controls Corp.
Cummins-Chicago Corp.
Roberts Numbering Machine Co.
Security Certifier Co.
Time, Date & Number, Inc.

Check or Deposit Slip Holders
(See Holders, Check or Deposit Slip)

Check Files
(See Files, Check)

Check Perforators
(See Check Cancellers)

WE SPECIALIZE
in the manufacture of these items for resale through recognized stationers.
YOUR INQUIRIES ARE CORDIALLY INVITED
NORTHWESTERN STAMP WORKS
Cedar St. near Kellogg, St. Paul 1, Minn.

Check Photographing Machines
(See Microfilm Cameras and Supplies)

Check Posting Trays
(See Trays, Check Posting)

Check Protectors (Pocket Type)
(See also Checkwriters and Protectors)
METAL SPECIALTIES MFG. CO.
Postamatic Co.
Roderick, Marcy F., Co.

Check Signers
Addressograph-Multigraph Corp.
American Perforator Co.
Autopen Sales & Service Co.
Bonnar-Vawter, Inc.
Check Writer Co., Inc.
Cummins-Chicago Corp.
HALL-WELTER CO., INC.
Hedman Co., The
Monroe Calculating Machine Co., Inc.
National Cash Register Co.
Signature Co.
STEWART, R. A., & CO., INC.
Time, Date and Number, Inc.
Todd Co., Inc.
Waterman Pen Co., Inc.

Check Sorters
(See Sorters, Check)

Checks (Baggage, Fiber)
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Ennis Tag & Salesbook Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.

Checks (Baggage, Metal)
Acromark Co., The
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dorman, J. F. W., Co., The
Force, William A., & Co.
Gibson, A. C., Co., Inc.
Green Duck Metal Stamping Co.
Hanson, C. H., Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
NORTHWESTERN STAMP WORKS
Pannier Corp.
Pittsburgh Stamp Co., Inc
Schwaab Stamp & Seal Co.
Smith, R. H., Mfg. Co.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
Stafford, N., Co.
STEWART, R. A., & CO., INC.

Checks (Baggage, Plastic)
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.

Checks (Coat Room, Fiber)
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Ennis Tag & Salesbook Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Noesting Pin Ticket Co.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.

Checks (Coat Room, Metal)
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.

Checks (Coat Room, Plastic)
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
NORTHWESTERN STAMP WORKS
Plastic Fabricators Co.
Stafford Mfg. Co., Inc.
Superior Plastics, Inc.

Checks (Guest, Restaurant)
(See Forms, Guest Check, Restaurant)

trade names got you ? ?
confused?

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 235 should be the first place you turn to.

Checkwriters and Protectors

Addressograph-Multigraph Corp.
HALL-WELTER CO., INC.
Hedman Co.
METAL SPECIALTIES MFG. CO. (Hand Style Protector)
Monroe Calculating Machine Co., Inc.
National Cash Register Co.
Paymaster Corp.
Roderick, Marcy F., Co.
Safeguard Corp.
STEWART, R. A., & CO., INC.
Todd Co., Inc.

Checkwriters and Protectors (Rebuilt)

Check Writer Co., Inc.
International Office Appliances, Inc.

Chests (Money)

Diebold, Inc.
GUARDSMAN SAFE CO.
Hall Safe & Equipment Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
SCHWAB SAFE CO.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VALENTINE SAFE & LOCK WORKS
York Safe and Lock Co.

Chests (Security)

ART STEEL SALES CORP.
BISON DISTRIBUTING CO.
COLE STEEL EQUIPMENT CO.
Goodfrend Metal Products Co.
Hall Safe & Equipment Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Master Metal Products, Inc.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
TOLEDO GUILD PRODUCTS, INC.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VICTOR SAFE & EQUIPMENT CO., INC.

Church Furniture

(See Furniture, Church)

Cigar, Cigarette Lighters

(See Lighters, Cigar, Cigarette)

Cigarette Boxes

(See Boxes, Cigarette)

Clasps (Paper)

Dura-Clip Co., Inc.
Kimmel Products Co.
Van Valkenburg, L. D., Co.

Cleaners and Polishes

(See Polishes and Cleaners)

Cleaners (Type)

(See Type Cleaners)

Cleaning Bath (Typewriter)

Ames Supply Co.
Curran Corp., The
Federal Mining & Mfg. Co.
Graymills Corp.
Magnus Chemical Co.
Oakite Products, Inc.
Park Chemical Co.
Shipman-Ward Mfg. Co.
Supreme Mfg. Co.

Cleansing Cream

(See Hand Cleansing Cream)

A TRIO OF...

MONEY-MAKING OFFICE DEVICES

SPEEDRITE Checkwriter

★ Protects checks — prevents forgeries. Customer's name on amount line makes every check a prestige-building ad. Every office that issues checks a prospect.

ERROR-NO Copyholder

★ Speeds up copying any size reports, forms, briefs. Exclusive counter-balanced construction insures quiet, smooth operation. Makes Error-No first choice in copyholder field.

CHEXSIGNO Check Signer

★ Relieves time-pressed executives from signing checks. Signs 2,000 checks an hour. Manual and electric models. Accepted as "World's Safest Signature."

The sales qualities of these "first choice" office devices are something dealers dream about. Exclusive features, design and efficiency appeal to any and all customers. No service problem. Rank high as profit makers for dealers everywhere.

Hall-Welter
COMPANY INC · ROCHESTER 20, N. Y.
ADDRESS: 40 MT. HOPE AVENUE

Clip Binders

(See Binders, Clip and Spring)

Clip Boards (Aluminum)

Burkhardt Co.
Dura-Clip Co., Inc.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Metal Products Engineering, Inc.
WILSON JONES CO.

Clip Boards (Composition Board)

A & F Tileboard Co.
Artistic Desk Pad & Novelty Co.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
ENGINEERING MFG. CO.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf Corp.
Fox, George E., & Co.
Globe-Wernicke Co.
HARDBOARD FABRICATORS, INC.
Hartco Mfg. Co., Inc.
HEDGES MFG. CO.
I.D.L. MFG. & SALES CORP.
Jaybee Tray Co., Inc.
Pengad Mfg. Co.
ROCKWELL-BARNES CO.
SERVICE PRODUCTS DIVISION
Star Office Accessories Co.
STEMPEL MFG. CO.
Yawman and Erbe Mfg. Co.

Clip Boards (Illuminated)

Clyne Mfg. Co.
Lennan Lights, Inc.

Clip Boards (Wood)

Globe-Wernicke Co.
STEMPEL MFG. CO.

Clips (Binder)

AUTOMATIC PENCIL SHARPENER CO.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
I.D.L. MFG. & SALES CORP.
Metal Products Engineering, Inc.
SPEED PRODUCTS CO., INC.
Spencerian Pen Co.
VEVIER LOOSE LEAF CO.

Clips (Bulldog)

ACCO PRODUCTS, INC.
AUTOMATIC PENCIL SHARPENER CO.
Cook, H. C., Co.
DIXON, JOSEPH, CRUCIBLE CO.
Esterbrook Pen Co.
Grammes, L. F., & Sons
HUNT, C. HOWARD, PEN CO.
Metal Products Engineering, Inc.
Simonsville Mfg. Co.
Van Valkenburg, L. D., Co.

Clips (Display)

AUTOMATIC PENCIL SHARPENER CO.
I.D.L. MFG. & SALES CORP.
Noesting Pin Ticket Co., Inc.
Oakville Co., Div.
Orthwine, Rudolf, Corp.
Van Valkenburg, L. D., Co.

Clips (For Clip Boards)

Artistic Desk Pad & Novelty Co.
ELBE FILE & BINDER CO., INC.
Fox, George E., & Co.
I.D.L. MFG. & SALES CORP.
Jaybee Tray Co., Inc.
SERVICE PRODUCTS DIV.
STEMPEL MFG. CO.
Weber-Knapp Co.
Yawman and Erbe Mfg. Co.

Clips (Money)

Bastian Bros. Co.
Emeloid Co., Inc.
Guedon Co.

Clips (Paper)

ACCO PRODUCTS, INC.
Argus Mfg. Co.
Cook, H. C., Co.

Clips (Paper)
(Continued from page 69)

Graff, Geo. B., Co.
Grammes, L. F., & Sons
Majestic Staple Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Pittsburgh Cut Wire Co.
Prym, Wm., Inc.
Rapid Tag & Wire Co.
Simonsville Mfg. Co.
Sufrin, I. & M.
Tip Top Mfg. Co.
VAIL MFG. CO.
Van Valkenberg, L. D., Co.
Waldes Kohinoor, Inc.

Clips (Pen and Pencil)

DIXON, JOSEPH, CRUCIBLE CO.
Green Duck Metal Stamping Co.
HUNT, C. HOWARD, PEN CO.
Ozark Pen Mfg. & Repair Co.
Parisian Novelty Co.
Swan Pencil Co., Inc.
Van Valkenberg, L. D., Co.

Clocks (Desk)

BANOV-BERNSLEY & CO., INC.
Continental Mfg. Co.
Hammond Instrument Co.
Harley's Clock Shop
Lux Clock Mfg. Co., Inc.
Sessions Clock Co.
Seth Thomas Clocks
SMITH METAL ARTS CO., INC.
Telechron Dept., General Electric Co.
Trend Clocks, Inc.
World Mfg. Co.

Clocks (Program)

Cincinnati Time Recorder Co.
International Business Machines Corp.
Lathem Time Recorder Co.
Northwestern Clock Co.
Self Winding Clock Co., Inc.
Simplex Time Recorder Co.
Stromberg Time Corp.

Clocks (Time)

Cincinnati Time Recorder Co.
International Business Machines Corp.
Joslin, A. D., Mfg. Co.
Lathem Time Recorder Co.
Self Winding Clock Co., Inc.
Sessions Clock Co.
Simplex Time Recorder Co.
Stromberg Time Corp.
Tork Clock Co., Inc.

Clocks (Wall)

Cincinnati Time Recorder Co.
General Electric Co.
Hammond Instrument Co.
Harley's Clock Shop
International Business Machines Corp.
Lifetimer Hoop-Type Window Clock Co. (Window)
Northwestern Clock Co.
Nu Tone, Inc.
Self Winding Clock Co., Inc.
Sessions Clock Co.
Seth Thomas Clocks
Simplex Time Recorder Co.
Stromberg Time Corp.
Telechron Dept., General Electric Co.
Trend Clocks, Inc.

Clocks (Watchman's)

Chicago Watchclock Div.
Detex Watchclock Corp.
Lathem Time Recorder Co.
Simplex Time Recorder Co.

Cloth Patches (Gummed)
(See Gummed Cloth Eyelets and Patches)

Cloths (Dusting)
(See Dusting and Wiping Cloths)

OVER 40 YEARS
make
ABBOTT
a
HABIT
for
COIN WRAPPERS
CURRENCY STRAPS
BANK SUPPLIES
COIN TRAYS—RACKS
COIN SORTING MACHINES
COIN COUNTING MACHINES
YOU
should have our
1953-'54 CATALOGUE
please write
ABBOTT COIN COUNTER COMPANY
143rd-144th Sts. and Wales Avenue
New York 54, N. Y. LU 5-1200

Coat and Hat Racks
(See Racks, Hat and Coat)

Coatings (Plastic, Protective)
(See Plastic Coatings, Sprays)

Coin Bag Seals
(See Seals and Sealers, Lead)

Coin Bags
(See Bags, Coin)

Coin Cards (Mailing)

Beistle Co.
Demco Library Supplies
DENNISON MFG. CO.
Lindley Box & Paper Co.
National Tag & Label Corp.
REYBURN MFG. CO., INC.
Spies, John N., Mfg. Co., Inc.

Coin Changers (Cashiers)

ABBOTT COIN COUNTER CO.
Brandt Automatic Cashier Co.
Coinometer Corp.
DOWNEY, C. L., CO.
Johnson Fare Box Co.
Metal Products Engineering, Inc.

Coin Changers (Conductor Type)

Coinometer Corp.
Galef, J. L., & Son, Inc.
Johnson Fare Box Co.
McGill Metal Products Co.
Meyer & Wenthe, Inc.

Coin Counting Devices

ABBOTT COIN COUNTER CO.
BAINBRIDGE, KIMPTON & HAUPT, INC.
DOWNEY, C. L., CO.

Coin Counting Machines

ABBOTT COIN COUNTER CO. (AND PACKAGING MACHINES)
Automatic Coinwrapping Machine Corp.
Brandt Automatic Cashier Co.
Coinometer Corp.
Continental Bank-Supply Co.
Johnson Fare Box Co.
Klopp Engineering (And Packaging Machines)
Sattley Co.
Standard-Johnson Co.

Coin Counting Machines (Rebuilt)

Addressing Machine & Equipment Co.

Coin Envelopes
(See Envelopes, Coin)

Coin Mats
(See Mats, Coin)

Coin Racks and Cabinets
(See Racks, Coin, Storage)

Coin Rental Devices (Typewriter)

Gramont Corp.
Viking Specialty Co.

Coin Sorters

ABBOTT COIN COUNTER CO.
Brandt Automatic Cashier Co.
Coinometer Corp.
Johnson Fare Box Co.
King Koin Sorter Co.
Klopp Engineering, Inc.
Sattley Co.
Standard-Johnson Co.

Coin Sorters (Rebuilt)

Addressing Machine & Equipment Co.

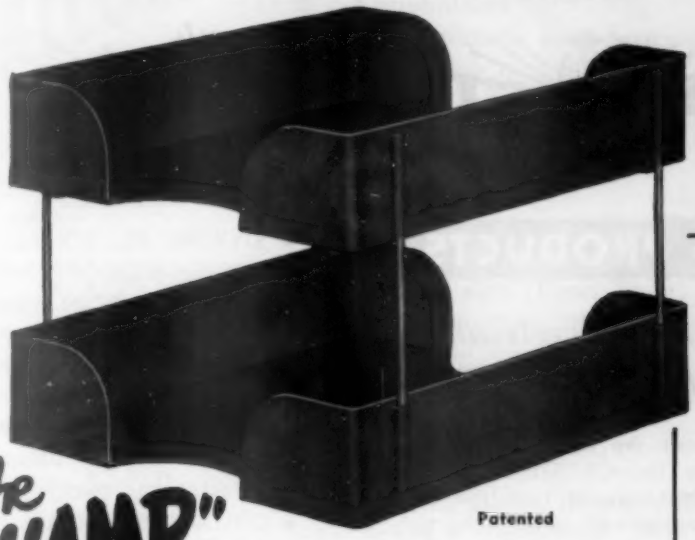
Coin Tills or Trays

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Artmor Plastics Corp.
Brandt Automatic Cashier Co.
Currier Mfg. Co.
Dash Metal Products Co.
DOWNEY, C. L., CO.
International Cash Register Parts Co.
LIT-NING PRODUCTS CO.
Mayer Mfg. Corp.
Metal Products Engineering, Inc.
NU-CRAFT PRODUCTS CO.
POLAR MFG. CO.
Standard-Johnson Co., Inc.
Strayer Coin Bag Co.
Union Steel Chest Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Coin Trays (For Wrapped Coins)
(See Racks, Coin, Storage)

keep it within
...reach
Yes, you'll reach for BUYERS INDEX ISSUE many times throughout the year. Keep it within reach and it will keep you informed.

THE FINEST STEEL DESK TRAY PRICED TO BOOST PROFITS!



Patented

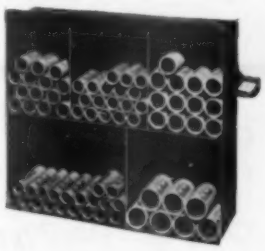
the "CHAMP"

"A better desk tray in every way." Look for the name NU-CRAFT PRODUCTS CO. for the stamp of quality. A welcome addition to the office.

10 REASONS FOR GUARANTEED SALES

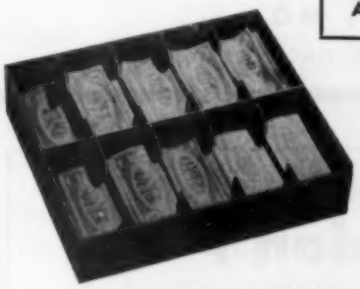
- UTILITY VALUE . . . openings front and back for single or double desk
- COLOR SELECTION . . . hard baked finish in Grey, Walnut and Green to match office furniture
- GOOD VISIBILITY . . . center cut-outs for quick seeing
- DEEP WALLED . . . 2½ inch depth allows maximum capacity
- STREAMLINED DESIGN . . . an asset for office smartness
- DESK PROTECTION . . . rubber feet securely eyeletted to tray eliminates desk scratching
- SAFETY PRECAUTION . . . smooth-rounded edges insures safety
- EASY ACCESS . . . wide openings for easy-to-get-to papers
- BETTER CONSTRUCTION . . . one solid piece of steel for greater durability
- FUNCTIONAL . . . sturdy aluminum posts for stacking into tiers

AVAILABLE IN LETTER and LEGAL SIZES



STEEL COIN CABINETS

Constructed of heavy gauge steel and equipped with handles for easy transfer. Ideal for the neat storage of coins in the tellers' cage or in the vault. Available in many sizes, to hold pennies, nickels, dimes, quarters, and halves. Available in baked green finish.



STEEL CURRENCY TRAYS

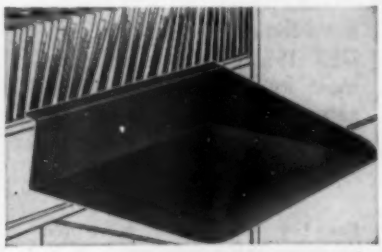
Constructed of heavy gauge steel, electrically welded throughout, perfect for tellers' cash drawer. Rounded edges, easy accessibility. Available in 10 and 5 compartments. Finished in baked hammertone grey.

STEEL POSTAGE STAMP BOX

Office and shipping departments have been looking for a handy stamp box like this. Has 12 compartments. Made of steel and is equipped with a lock and 2 keys. Finished in baked hammertone grey. Dimensions—10¼" x 7¼" x 2".

SAVINGS CARD SORTERS

Reduces time required to sort cards at the end of the day. Permits breaking down of control numbers and eliminates inter-sorting. Made in three convenient sizes. Constructed of steel and finished in baked hammertone walnut.



SIDE-O-FILE

Faster, easier filing—steel filing shelf permits free filing and finding—makes for reduction in labor and discomfort—a demonstration sells it—comes in grey, green and walnut hammertone finish.

Dealers everywhere serving financial and commercial organizations are increasing their sales and expanding their customer lists by selling the right product to do the best job. Nu-Craft's constantly expanding line of quality equipment is designed to give you the dealer increased sales potential and promote greater profits.

Ask for More Information on This Money Making Line Today

SEND FOR CATALOG

NU-CRAFT PRODUCTS CO.

"Always Something New"

WRITE TODAY FOR DEALER DISCOUNTS

Ask For Information On Our Complete Line of Bank and Office Equipment

NU-CRAFT PRODUCTS CO.

163 Pacific Street **Brooklyn 2, New York**

SELL . . .

"STEEL-STRONG"
TRADE MARK

THE ONLY LINE OF—

COIN HANDLING PRODUCTS

that's NATIONALLY Advertised and SOLD Only Through DEALERS!

They are of higher quality throughout—the result of years of testing in Banks in every state in the Union. "STEEL-STRONG" Products incorporate many exclusive features not found in competitive lines. They out-perform—and out-sell—all others,—the only Line that is nationally advertised, hence enjoys greater customer acceptance.

Write for Catalog and Salesman's Sample Case

The C. L. DOWNEY Co.
HANNIBAL, MO.

WAREHOUSE: 2020 BRANCH ST., CINCINNATI, OHIO

PRODUCTS

- STYX-DRY BILL STRAPS
- TUBULAR COIN WRAPPERS
- AUTOMATIC COIN WRAPPERS
- GUNSHELL COIN WRAPPERS
- KWARTET COIN WRAPPERS
- DUZITAL COIN WRAPPERS
- RAINBOW COIN WRAPPERS
- OLD STYLE COIN WRAPPERS
- FEDERAL BILL STRAPS
- COLORED BILL STRAPS
- BANDING STRAPS
- CHANGE TRAYS
- CURRENCY RACKS
- MANUAL COIN COUNTERS
- TELLERS' MOISTENERS
- LEAD SEALS AND PRESSES
- LINEN SHIPPING TAGS, ETC.

Coin Wrappers

ABBOTT COIN COUNTER CO.
Automatic Coinwrapping Machine Co.
Brandt Automatic Cashier Co.
Continental Bank-Supply Co.
DOWNEY, C. L., CO.
Exline, William, Inc.
Johnson Fare Box Co.
Pap-R Products
Sattley Co.
Spurgin Mfg. Co.
Strayer Coin Bag Co.

Coin Wrapping Devices

ABBOTT COIN COUNTER CO.
BAINBRIDGE, KIMPTON & HAUPT, INC.
DOWNEY, C. L., CO.
Henderize, Inc.

Collating Devices

(See Racks, Gathering)

Collating Machines

Evans Specialty Co. (Mechanical)
Mendes, J. Curry, Corp.
Thomas Mechanical Collator Corp. (Electric)

Colors (Oil and Water)

(See Artists' Supplies)

Colors (Showcard)

(See Show Card Colors, Inks)

Columnar Books

(See Books, Blank)

don't hide it!

Even though the BUYERS INDEX ISSUE is one of your most important business assets, don't keep it locked in the safe. Don't even hide it in a desk drawer.

For the Index will have its greatest value only when it is easily accessible to everyone in your store.

Designate a permanent location for this directory and make sure that each employee knows where it is. The BUYERS INDEX ISSUE gives **CORRECT INFORMATION WHEN YOU NEED IT!**

Columnar Pads

(See Pads, Columnar)

Compasses (Drafting)

Brown, Arthur, & Bro.
Bruning, Charles, Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
ENGINEERING MFG. CO.
Faber, Eberhard, Pencil Co. (School)
I.D.L. MFG. & SALES CORP.
Nobema Products Corp.
Noris Instruments, Ltd.
V. & E. Mfg. Co.
Warren-Knight Co.
Weber, F., Co.

Composition Books

(See Books, Composition)

Compression Guides

(See File Compression Guides)

Consultants (Advertising, Merchandising)

Advertising Corp. of America
Kathman Associates

Consultants (Filing)

(See Filing Consultants)

Continuous Forms

(See Forms, Continuous, Fanfold)

Contractors Forms

(See Forms, Contractors)

VALCO delivers Value ... IN ALUMINUM ACCESSORIES!

- COSTUMERS
- SMOKING STANDS
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(See Books, Coupon)

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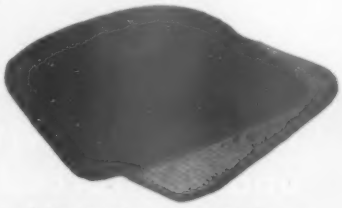
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Sell your customer individual, prepackaged decal letters and numbers for use on store and office windows, and truck bodies. Also for use in factories, public buildings, schools, institutions, etc. It's simple to make a sign with these letter and number decals . . . even a child can do it. Just dip and water and apply.

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Either side of the decal will adhere to glass, metal, wood or any hard-surfaced background. Gold letter with black outline.

Serve your customers quickly and efficiently from this complete unit of 7 sizes ½" to 3¼". Each size indexed in sturdy metal display, occupies little space. Quantity of each decal letter and number in each size is based upon recurring use.

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DURO all-lacquer decals can be made in any size, shape or color combination to customer's specifications. All our decals are made of the highest grade lacquer and materials available, using the most modern silk screen process to insure quality, longer life and resistance to wear.

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Each sign prepackaged in bright cellophane
Always clean and saleable
Gold lettering on black background

Listed below are some of the most used signs:

Air Conditioned	Notary Public
Beware of Dog	Office
Cashier	Open
Closed	Private
Deliveries in Rear	Parking in Rear
Entrance	Push-Pull (Horizontal)
Exit	Push-Pull (Vertical)
Elevator	Quiet
Fire Escape	Ring Bell
Gentlemen	Step Down
Information	Superintendent
In — Out	Telephone
Janitor	Use Other Door
Ladies	Watch Your Step
Manager	Women
Men	Large Arrows
No Riders	Small Arrows
No Smoking	

A complete self-service counter display occupies little space only 9x9 inches.

STANDARD ASSORTMENT contains 6 each of 35 sign messages, shown above.

Includes display stand and display card. .....RETAIL VALUE $52.50

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Insist • •

That the Furniture you Buy or Sell is **MODERN** in its CONSTRUCTION as well as in DESIGN

Insist • •

That Vitally exposed Components are made "IMPERVIOUS TO ABUSE" by the use of

"DENSIWOOD"
Pat. No. 2,488,301
DENSIFIED WOOD FURNITURE COMPONENTS

NOTE: With no success at all these little Men are trying hard to make an Impression on "DENSIWOOD"

"Providing the Durability of Steel to the Warmth and Beauty of Wood"

The tendency to mar, dent and splinter is an inherent characteristic of wood. Now a revolutionary new process, resulting in our patented densified (or hardened) wood furniture components called "DensiwooD" solves this problem.
Identify this feature by making sure that our trade-mark and patent number appears on the inside faces of all components thus manufactured. We will gladly furnish you with the names of the more progressive Manufacturers who are featuring "DensiwooD" center posts on their various lines of Wood Office Desks.

INSIST ON THE BEST—DEMAND "DENSIWOOD"*
U. S. Patents No. 2,488,301, No. 2,567,292, No. 2,412,523; Canadian Pat. No. 464,756. Other Patents Pending.

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Cuspidor Mats
(See Mats, Cuspidor)

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(See Trimming Boards)

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Joslin, A. D., Mfg. Co.
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STEWART, R. A., & CO., INC.
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Ameurope, Inc.
BANKERS & MERCHANTS, INC.
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(See Holders, Check or Deposit Slip)

Deposit Slip Trays
(See Trays, Check Posting)

Deposit Slips
(See Forms, Deposit Slip)

Deposit Ticket Files
(See Files, Deposit Ticket)

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GUARDSMAN SAFE CO.
Herring-Hall-Marvin Safe Co.
MOSLER SAFE CO.
PROTECTALL SAFE CO.
VALENTINE SAFE & LOCK WORKS
York Safe & Lock Co.

Desk Classifiers
(See Work Organizers)

Desk Distributors
(See Work Distributors)

Desk Drawer Files
(See Files, Desk, Bottom Drawer)

Desk Drawer Trays
(See Trays, Desk, Center Drawer)

Desk Feet and Shoes
(See Caster Cups)

Desk Floor Mats
(See Mats, Chair)

Desk Guards
(See Bumpers and Guards, Furniture)

Desk Lamps
(See Lamps, Desk, Fluorescent and Incandescent)

Desk Lamps (Clamp-On and Floor)
(See Lamps, Adjustable Arm, Clamp-On and Floor Type)

Desk Mechanisms
(See Typewriter Desk Mechanisms)

Desk Memo Pads
(See Memo Pads and Holders, Desk)

Desk Name Plates
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Desk Organizers
(See Work Organizers)

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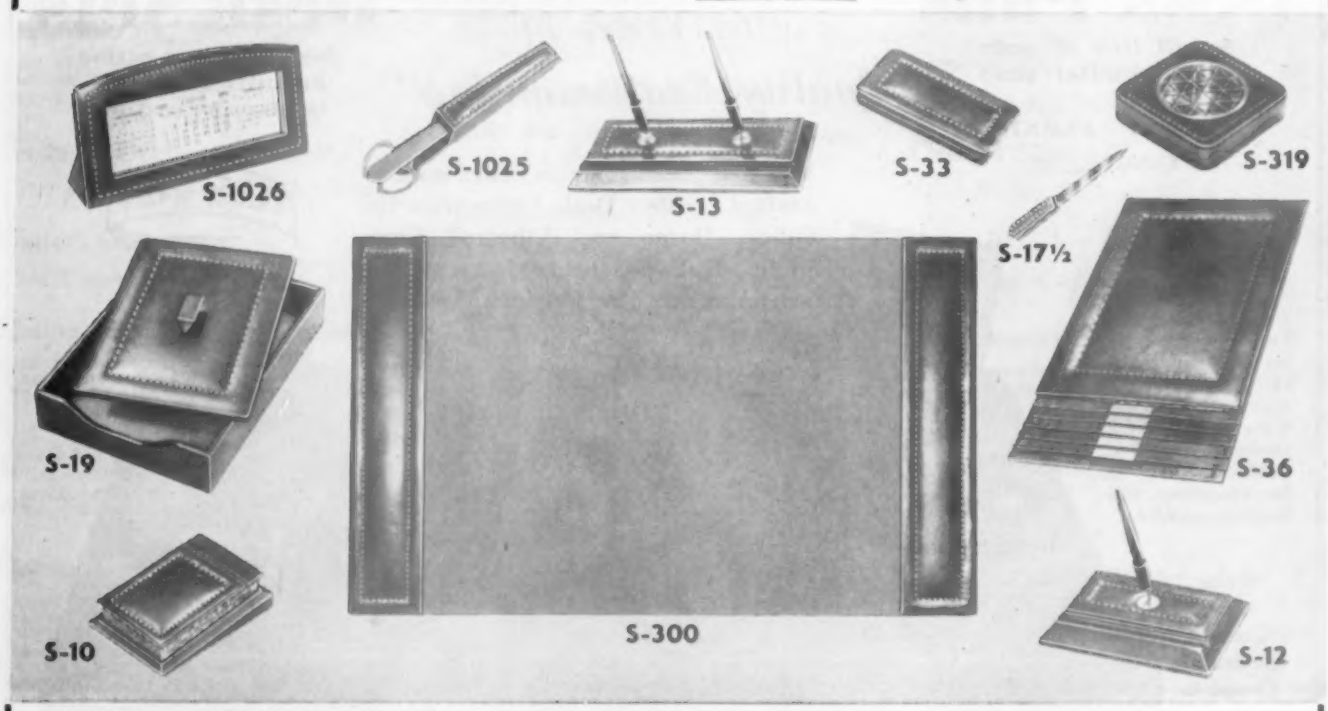

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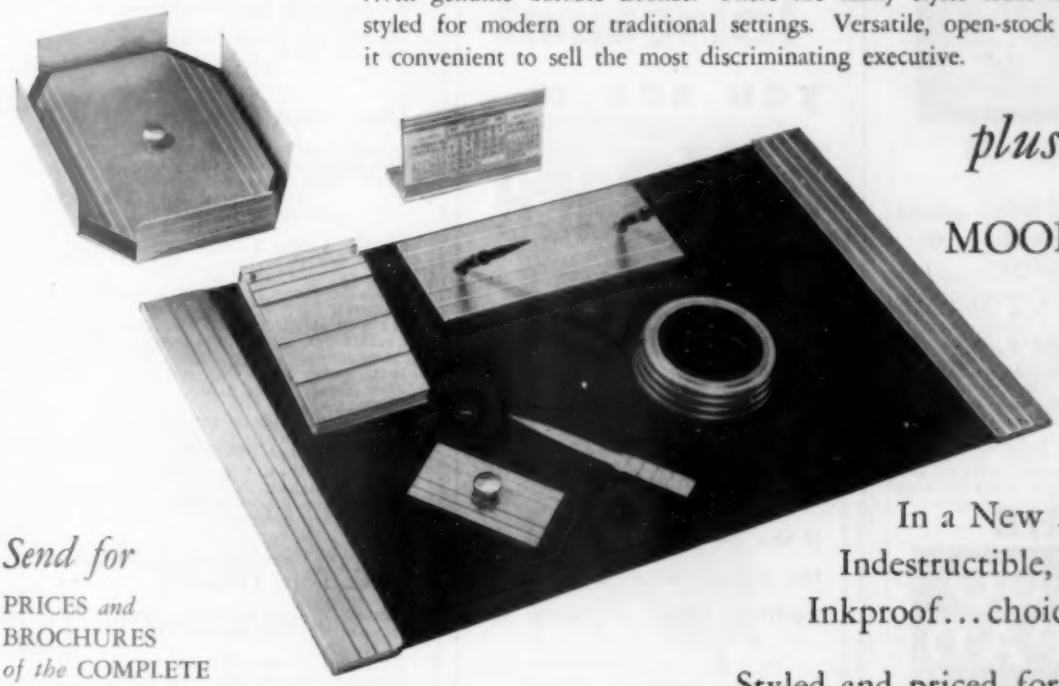

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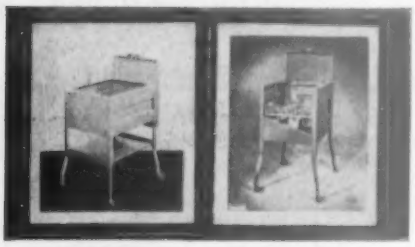

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(Continued from page 80)

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it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index on page 4.

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(See Tray Supports, Letter Tray)

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(See Trays, Letter)

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(See Work Organizers)

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(See Furniture, Library)

◄ SEE PAGES 5 TO 23 FOR ADDRESSES; PAGES 235 TO 271 FOR TRADE NAMES ►

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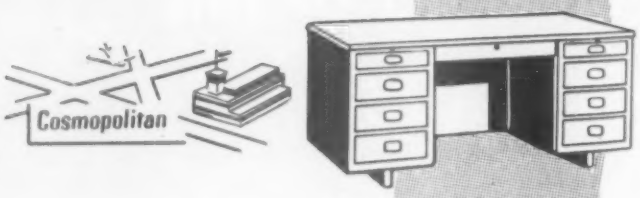

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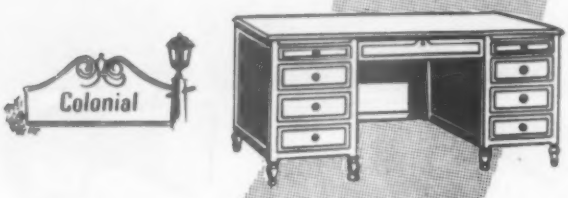

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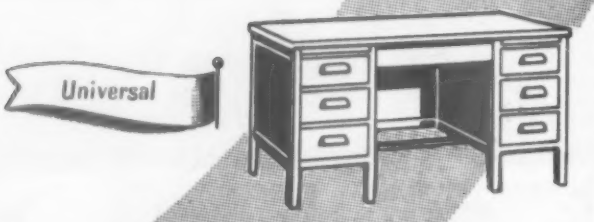

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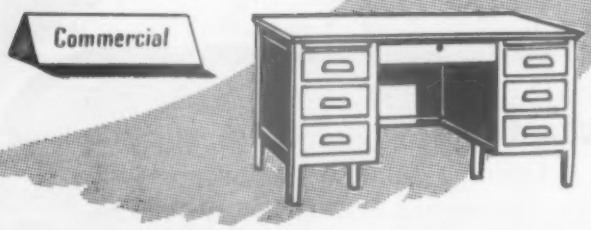

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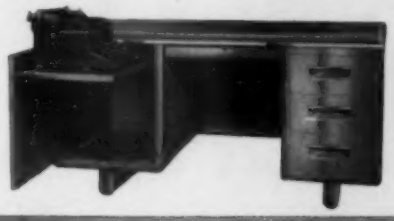

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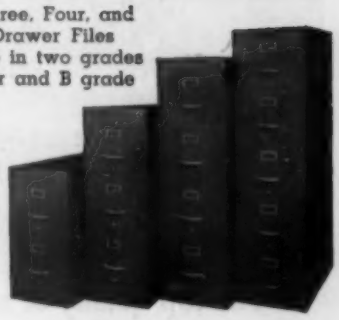

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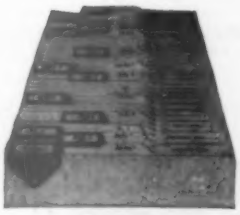
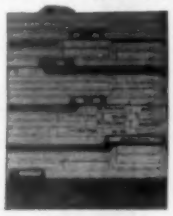
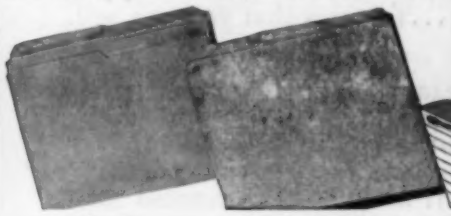


Simplex Index

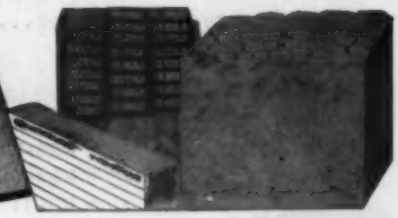


Service Index



Manila Folders

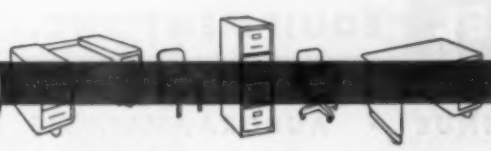
Pressboard Folders



Cards and Card Guides

Vertical Guides

Browne Morse COMPANY
MUSKEGON, MICHIGAN



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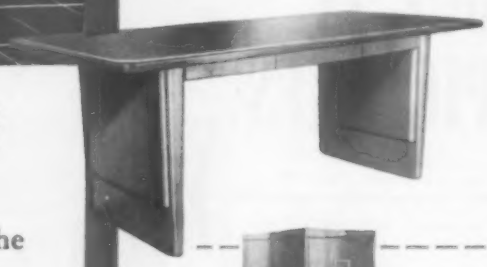
ALL-STEEL the complete line of Quality Office Equipment

ASE Desks in all types and sizes. Convertibility of tops and drawers reduces dealer inventory. Flat top desk, 60" x 30", shown.

Complete line of blueprint cabinets—a size for all standard size drawings.

Over 36 styles and sizes of Storage, Wardrobe and Combination Cabinets. 3485 Combination Cabinet shown.

6276 Panel Leg Table—Seven sizes of office and conference tables embodying the same modern design and convertability



5401 Four Drawer Filing Cabinet—a style and size to meet every requirement.

ASE Unit Robes accommodate 16 people in 8.6 square feet of floor space. ASE manufactures a complete line of Clothing Lockers.

• Your customers—from the smallest office to the largest nation-wide business—will quickly appreciate the beauty and quality of ASE's Steel Office Equipment.

The continuing success of ASE is the result of many factors. The top quality of manufacture and design and the completeness of the line are just two of these factors.

Every unit in the line has quality features that ASE's engineers and designers have built in... features that your customers will recognize... features that you can sell.

- DESKS and TABLES
- FILING CABINETS
- UNIT ROBES
- STORAGE and WARDROBE CABINETS
- BLUEPRINT FILES
- BOOKCASES
- UTILITY RACK
- COUNTER SECTION EQUIPMENT
- CARD FILES
- KEY CABINETS
- CLOTHING LOCKERS

ALL-STEEL EQUIPMENT INC.

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wherever office desks are used . . .

there's the *Right* JACKSON DESK to do the *Job!*

The OFFICE MASTER No. F1765 in an executive office

Write for YOUR copy of this interesting booklet —without obligation or cost. It can mean increased furniture sales and increased profits to you.

In the modern tempo, the Office Master Group of JACKSON DESKS harmonizes with the sleek efficiency of modern office decoration and design. There is an Office Master Desk for practically every need in business . . . each unit whether for executive or secretarial use offers the utmost in comfort and utility. Just a few of the many features are: Handy file drawers, Convenient drawer interiors, Easy to open drawers, Splinterproof posts, Special typewriter pedestal adjustment, Rounded corners, Plenty of knee space, etc. Write for the new JACKSON DESK CATALOG NO. 50 showing the complete line.

JASPER OFFICE FURNITURE CO.

JASPER, INDIANA

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Marion V. Follin, 220 Fairbanks Road, Riverside, Ill.
George B. Wray, 130 W. 42nd St., Room 819, New York
James A. Wallace Jr., 5732 Speedway Dr., Ind'pls. Ind.
L. H. McDaniel, 1414 West Tucker St., Ft. Worth, Tex.
Fred P. Brouwer, 141 Eldred Ave., Bedford, Ohio
Homer Nix, 3858 Concourse, Jacksonville, Fla.

Desks (Executive and Clerical, Steel)

(Continued from page 84)

HASKELL, INC.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
ROCKWELL-BARNES CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Desks (Executive and Clerical, Wood)

Alma Desk Co.
Annike Sales & Equipment Co.
Arnot and Co., Inc.
Avalon Products, Inc.
Berman, L., & Co.
Blair Veneer Co.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Gillespie Furniture Co.
Globe-Wernicke Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
McLeod Furniture Co.
Miller, Herman, Furniture Co.
Myrtle Desk Co.
National Cabinet Co.
National Desk Co.
National School Equipment Co.
Raymond Co., Inc.
Rishel, J. K., Furniture Co.
Sarasam Corp.
SCERBO, FRANK, & SONS, INC.
Shelbyville Desk Co.
Sloane, W. & J.
Spence Furniture Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Tell City Desk Co.
Wells Furniture Mfg. Co.
Wilhite Mfg. Co., Inc.
Worden Co.

Desks (Factory, Foreman's)

Angle Steel, Inc.
BERGER MFG. DIV.
Geller, J. R.
HASKELL, INC.
Interior Steel Epuipment Co.
Lyon Metal Products, Inc.

Desks (Fanfold)

(See Desks, Billing Machine)

Desks (Machine Bookkeeping, Steel)

ART METAL CONSTRUCTION CO.
General Fireproofing Co.
Globe-Wernicke Co.
LeFebure Corp.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.

Desks (Salesman's, Steel)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
COLUMBIA STEEL EQUIPMENT CO.
Dixie Chrome Products, Div.
Globe-Wernicke Co.
HASKELL, INC.
Home-O-Nize Co.
Morgan Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Yawman and Erbe Mfg. Co.

The Indiana Desk Seal

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of many years of

customer satisfaction

indiana desk co.

JASPER, INDIANA

Manufacturers of Wood Office Desks and Tables

Desks (Salesman's, Wood)

Carlton-Surrey, Inc.
Central Desk Mfg. Co.
DORO MFG. CO.
Executive Furniture, Inc.
Flewelling, L. C., Co.
Hanes Chair & Furniture Co., Inc.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co.
McLeod Furniture Co.
National School Equipment Co.
Spence Furniture Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Typewriter, Steel, Drophead)

ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
General Fireproofing Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.

Desks (Typewriter, Steel, Fixed-Bed)

ALL-STEEL EQUIPMENT INC.
Arnot and Co., Inc.
ART METAL CONSTRUCTION CO.
Bentson Mfg. Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dixie Chrome Products Div.
Futuramic Steel Products Corp.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Desks (Typewriter, Steel, Side Pedestal)

ALL-STEEL EQUIPMENT INC.
Arnot and Co., Inc.
ART METAL CONSTRUCTION CO.
Bentson Mfg. Co.
BERGER MFG. DIV.
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Desks (Typewriter, Wood, Drophead)

Alma Desk Co.
Clemco Desk Mfg. Co.
DORO MFG. CO.
Doten-Dunton Desk Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.

write today!

Complete addresses of all Manufacturers listed in this Index begin on page **5**

Art Metal goes all the way...

To meet the needs of modern business!

From the smallest requirement of the smallest office to company-wide needs of the nation's largest businesses—Art Metal can supply business equipment and systems to meet every problem, every need.

For more than 60 years, Art Metal engineers and planners have carefully studied the requirements of business and planned ahead for every need of ordinary or special nature. From chairs to files . . . from desks to visible index systems . . . Art Metal has it . . . in equipment, in design, in engineering, in utility, in dependability. Yes, the broad range of products back of the Art Metal name go *all* the way to meet *all* the needs of modern business.

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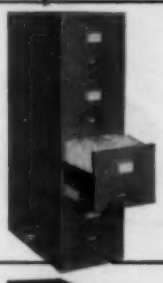

LETTER AND CAP FILES—superheight 5-drawer, standard 4-drawer, counter-height 3-drawer and desk-high 2-drawer models in the Director and Commercial grades . . . designed to meet all filing needs.

CARD RECORD AND GENERAL FILES in all heights and sizes, including widesections and halfsections, to fit every need. Counter-height combinations of files and storage units.

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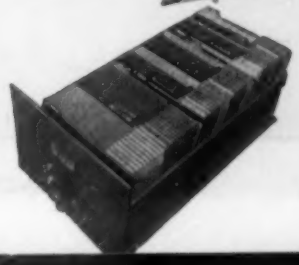

WABASH FILING SUPPLIES AND SYSTEMS offer complete filing and indexing systems for any business or any department of that business. Complete indexing systems are planned and installed by Wabash to meet every special need.

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- COMPLETE AUTOMATIC LOCKING DEVICE

DORO manufacturing company
220 Institute Place
Chicago 10, Illinois

Desks (Typewriter, Wood, Drophead)

(Continued from page 90)

JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Lehigh Desk Co.
Leopold Co.
McLeod Furniture Co.
Myrtle Desk Co.
National Desk Co.
National School Equipment Co.
Rishel, J. K., Furniture Co.
SCERBO, FRANK, & SONS, INC.
Shelbyville Desk Co.
STANDARD FURNITURE CO.

Desks (Typewriter, Wood, Fixed-bed)

Alma Desk Co.
Arnot and Co., Inc.
Carlton-Surrey, Inc.
Clemco Desk Mfg. Co.
Executive Furniture, Inc.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Leopold Co.
Myrtle Desk Co.
National School Equipment Co.
STANDARD FURNITURE CO.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Typewriter, Wood, Side Pedestal)

Alma Desk Co.
Arnot and Co., Inc.
Avalon Products, Inc.
Blair Veneer Co.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Globe-Wernicke Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
McLeod Furniture Co.
Myrtle Desk Co.
National Desk Co.
National School Equipment Co.
Rishel, J. K., Furniture Co.
SCERBO, FRANK, & SONS, INC.
Shelbyville Desk Co.
Spence Furniture Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Wilhite Mfg. Co., Inc.
Worden Co.

Desks (Utility, Metal)

ALL-STEEL EQUIPMENT INC.
Cadillac Office Equipment
Futuramic Steel Products Corp.
HASKELL, INC.
Hillside Metal Products, Inc.
Home-O-Nize Co.
Lennox Metal Mfg. Co., Inc.
MEILINK STEEL SAFE CO.
Morgan Metal Products Co.
Northwest Metal Products Co.
NU-CRAFT PRODUCTS CO.
ORNA METAL PRODUCTS CO.
Sherman-Manson Corp.

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- **Does this copy of the Buyers Index Issue stay hidden in your desk?**
- **Do you make it available to others in your organization?**

The INDEX can be of greatest value to your business only when all key employees make use of it. Be sure that it is kept in a convenient spot. Encourage others to refer to it. Information that for some reason is not listed can be obtained without charge from our Service Bureau.

***Remember*—the INDEX is your key to product sources**

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Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Wilson Memindex Co.

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AMERICAN DICTATING MACHINE CO., INC.
Chicago Dictating Machine Co.
Dictaphone Corp.
Edison, Thomas A., Inc.
Standard Record Co.

Dictating Machine Supplies (Discs, Plastic)

AMERICAN DICTATING MACHINE CO., INC.
Edison, Thomas A., Inc.
Gray Mfg. Co.
Magnetic Recording Industries
SoundScriber Corp.
Standard Record Co.

Dictating Machine Supplies (Plastic Belts)

AMERICAN DICTATING MACHINE CO., INC.
Dictaphone Corp.
Dictex Corp.
Miles Reproducer Co., Inc.
Peirce Wire Recorder Corp.

Dictating Machine Supplies (Tapes, Films)

AMERICAN DICTATING MACHINE CO., INC.
Magnetic Recording Industries
Miles Reproducer Co., Inc.
Minnesota Mining & Mfg. Co.
SoundScriber Corp.

Dictating Machine Supplies (Wire Spools)

AMERICAN DICTATING MACHINE CO., INC.
Crescent Industries, Inc.
Magnetic Recording Industries
Peirce Wire Recorder Corp.
Permo, Inc.
Wireway Corp. of America

Dictating Machines (Cylinder)

AMERICAN DICTATING MACHINE CO., INC.
Chicago Dictating Machine Co.
Dictaphone Corp.
Edison, Thomas A., Inc.

Dictating Machines (Disc)

AMERICAN DICTATING MACHINE CO., INC.
Bell Sound Systems, Inc.
Brush Development Co. (Magnetic)
Edison, Thomas A., Inc.
Gray Mfg. Co.
Magnetic Recording Industries
SoundScriber Corp.

Dictating Machines (Plastic Belt)

Dictaphone Corp.
Dictex Corp.
Miles Reproducer Co., Inc.
Peirce Wire Recorder Corp.

Dictating Machines (Rebuilt)

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Baltimore Dictating Machine Co.
International Office Appliances, Inc.

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Since 1850

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REMINDERS
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APPOINTMENT BOOKS
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"Standard by comparison"

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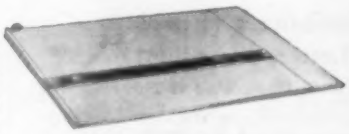
Mayline Clipboard

Swivel Head T-Square

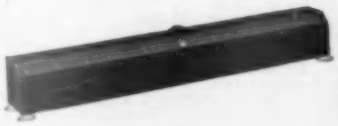
Regal T-Square



Parallel Ruling Straightedge

Metal-Edge Drawing Board

Kit Carrying Case



Sensitized Paper Dispenser

4-Post Table

Table with Drawer Units

Table with Reference Top

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Plan Files and Drawer Units

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MAYLINE

MAYLINE

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Brush Development Co. (Tape)
Eicor, Inc. (Tape)
Magnetic Recording Industries (Tape)
Miles Reproducer Co., Inc. (Film)
Pentron Corp. (Tape)
Scribe Corp. (Tape)
SoundScriber Corp.
Webster-Chicago Corp. (Tape)
Webster Electric Co. (Tape)
Wireway Corp. of America

Dictating Machines (Wire)

Crescent Industries, Inc.
Peirce Wire Recorder Corp.
Pentron Corp.
Webster-Chicago Corp.
Wireway Corp. of America

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Laird & Lee, Inc.
MERRIAM, G. & C., CO.
Scott, Foresman & Co.
Winston, John C., Co.
World Publishing Co.

Dictionary Stands

(See Stands, Dictionary)

Dip-Reservoir Pen Desk Sets

(See Desk Sets, Dip-Reservoir Pen)

Directories

(See Bulletin Boards)

Dispensers (Adhesive)

Carter's Ink Co., The
Cole, H., Co.
Craftint Mfg. Co.
Diamond Ink & Adhesive Co.
Glue-Fast Equipment Co., Inc.
Glu-Pen Corp. (Glue, in Pencil Form)
I.D.L. MFG. & SALES CORP.
Melind, Louis, Co.
Union Rubber & Asbestos Co.

Dispensers (Gummed Tape, Sealing)

Better Packages, Inc.
Botts Mfg. Co.
Derby Sealers, Inc.
Dry-Tab Package Sealer Co., Inc.
Ever Ready Label Corp.
Gummed Tape & Devices Co.
Hummel, A. C., Co.
Hyman, L., & Sons
Ideal Stencil Machine Co.
Link, L., & Co., Inc.
Lipton Mfg. Co., Inc.
Marsh Stencil Machine Co. (Electric)
METAL SPECIALTIES MFG. CO.
Mid-States Gummed Paper Co.
Nashua Package Sealing Co., Inc.
Package Ad & Sealer Co.
Rudson-Wood, Inc.
Salsbury Corp.
Seymour Products Co.

Dispensers (Label)

Archer Label Co.
Avery Adhesive Label Corp.
Office Accessories Corp.
Regina Metal Products Corp.
Salsbury Corp.

Dispensers (Paper Cup)

(See Cups and Dispensers, Paper)

Dispensers (Paper Towel)

(See Paper Towels and Dispensers)

Dispensers (Pressure-Sensitive Tape)

Avery Adhesive Label Corp.
Better Packages, Inc.

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No. 6	India-paper	49.50

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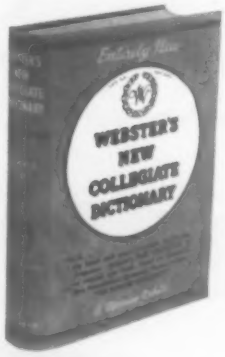
For greater office efficiency, a copy should be on the desk of every secretary, stenographer, and typist. 125,000 entries.



No. 8	Tan Cloth	$5.00
No. 9	Blue Linen	6.00
No. 10	Red Fabrikoid	7.50
No. 11	Black Leather	10.00
No. 12	Blue Pigskin	12.50
No. 13	Tan Pigskin	12.50

Write or wire for complete information on this extensively advertised line. Numerous free selling aids available.

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Derby Sealers, Inc.
Ferris Products, Inc.
Gummed Tape & Devices Co.
Industrial Tape Corp.
Minnesota Mining & Mfg. Co.
Perma Products Co.
TAPE MARK CO.
Tapex Corp.
Trig-A-Tape Corp.

Dispensers (Soap)

(See Soap and Dispensers)

Dispensers (Stamp)

Aqua Sportsman, Inc.
Northmore's
Office Accessories Corp.
Pen-N-Pencil Co.
Rudson-Wood, Inc.
Salsbury Corp.
Wagner, Walter, Corp.

Display Cases

(See Fixtures, Store, Showcases)

Display Clips, Hooks

(See Clips, Display)

Display Racks and Stands

(See Fixtures, Store, Display Racks and Stands)

Distributors (Desk Work)

(See Work Distributors)

Distributors (Envelope, Letter, Statement)

Artistic Desk Pad & Novelty Co.
Hoffman, L.
Osco Stationery Co.
Regina Metal Products Corp.

Distributors (Mail)

(See Bags, Mail, Office Distributing)

Dividers (File Drawer)

(See File Drawer Dividers)

Document Files

(See Files, Document)

Drafting Equipment and Supplies

Alteneder, Theo., & Sons
Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
C-Thru Ruler Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
ENGINEERING MFG. CO.
Faber, Eberhard, Pencil Co.
Fairgate Co.
General Pencil Co.
Griffin Mfg. Co.
HASKELL, INC.
Higgins Ink Co., Inc.
I.D.L. MFG. & SALES CORP.
Keuffel & Esser Co.
Koh-I-Noor Pencil Co., Inc.
Morilla Co., Inc.
Nobema Products Corp.
Noris Instruments, Ltd.
Pease, C. F., Co., The
Post, Frederick, Co., The
Rapidesign, Inc.
STACOR EQUIPMENT CO.
Technygraph Co.
Turner Devices, Inc.
V. & E. Mfg. Co.
Varigraph Co. Inc.
Warren-Knight Co.
Weber, F., Co.
Weil, J. H., & Co.

DRAFTING TABLES

Four-post steel base, kiln-dried soft wood top. With or without drawers. 4 sizes. Specially designed for school use.

STAKMASTER 4 & 5 DRAWER FLAT FILES

Heavy gauge steel welded to form, smooth rolling ball bearing drawers, precision built. Also 4 & 5 drawer units available in 5-drawer sections.

"PLANMASTER" BLUE-PRINT FILING CABINETS

Five-drawer sections, heavy gauge steel welded to form, smooth rolling ball-bearing drawers: 3 and 5 drawer units; all standard sizes.

TRACING BOXES—STEEL

Portable fluorescent "Tracemaster," scientifically designed reflector, modern streamlined design. All sizes.

REFERENCE TABLE

Linoleum top with all steel construction, strongly re-enforced. Top 34" x 60". Height—adjustable from 29½" to 30½". Colors: Green and grey—linoleum color to match.

X-RAY CABINETS FILING

1 and 3 drawer X-ray filing cabinets; progressive slide cradle suspension.

*all filing cabinets available with locks.

WRITE FOR DETAILED, ILLUSTRATED CATALOG SHEETS

Stacor's completely modern plant offers every facility for the most exacting production standards.

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467 Troy Avenue, Brooklyn 3, New York

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Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Galef, J. L., & Son, Inc.
Keuffel & Esser Co.
Morilla Co., Inc.
Nobema Products Corp.
Noris Instruments, Ltd.
Post, Frederick, Co.
Speidel, Chas. W., & Co.
V. & E. Mfg. Co.
Weber, F., Co.
Well, J. H., Co.

Drafting Machines

Bruning, Charles, Co., Inc.
Elliott, B. K., Co.
Keuffel & Esser Co.
Replogle Globes, Inc.
V. & E. Mfg. Co.

Drafting Tables

(See Tables, Drafting and Drawing)

Drafts, Notes and Receipts

(See Forms, Drafts, Notes, Receipts, etc.)

Drawer Suspensions

Seng Co.
St. Louis Hardware Mfg. Co.

Drawer Trays

(See Trays, Desk, Center Drawer)

Specify SHALLCROSS Supplies for

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MIMEOGRAPHING

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- "QUAKER" STENCILS
- MIMEOGRAPH INK
- CORRECTION FLUID

SHALLCROSS COMPANY
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Philadelphia 43, Penna.
N. Y. Office: 90 West Broadway, N. Y. 7, N. Y.
Los Angeles, Calif. Chicago, Ill.

Drawers (Cash)

(See Cash Drawer Bases)

Drawing Boards

Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Dietzgen, Eugene, Co.
Elliot, B. K., Co.
ENGINEERING MFG. CO.
Favor, Ruhl & Co.
Hamilton Mfg. Co.
Keuffel & Esser Co.
Morilla Co., Inc.
Pease, C. F., Co.
Post, Frederick, Co.
STACOR EQUIPMENT CO.
Warren-Knight Co.
Weber, F., Co., Inc.
Well, J. H., & Co.

Drawing Paper

(See Paper, Drawing)

Drawing Supplies

(See Artists' Supplies)

Drawing Tables

(See Tables, Drafting and Drawing)

Drills (Paper, Hand)

(See also Punches and Drills)

SMEAD MFG. CO., INC.

Drinking Cups (Paper)

(See Cups and Dispensers, Paper)

Duplicator Fluid (Spirit)

Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Photocopy Equipment Co.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Autocopy, Inc.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co. Inc.
Codo Mfg. Corp.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Ditto, Inc.
Duplicating Papers, Inc.
Duplicopy Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
Key Ribbon & Carbon Co.
Krayer Mfg. Co.
MASTER ADDRESSER CO.
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Old Town Corp.
Peerless-Imperial Co., Inc.
Post-O-Graph Mfg. Co.
Pres-To-Line Corp. of America
Redigraph, Inc.
Rex-O-Graph, Inc.
Rose Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Schwartz Chemical Co.
Smith, L. C., & Corona Typewriters, Inc.
Spiritform Co.
Standard Duplicating Machines Corp.
Tru-Rite, Inc.
Visirecord, Inc.
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.
Wright Duplicator Div., Hart Mfg. Co.

Duplicator Inks (Stencil)

(See Inks, Duplicator, Stencil)

CHECK LIST
for a complete line of
DUPLICATOR SUPPLIES

STENCIL DUPLICATOR SUPPLIES
Stencils and Inks
Correction Fluids
Styli
Lettering Guides
Shading Plates
Photo Stencils

GELATIN DUPLICATOR SUPPLIES
Rolls and Films
Refill Composition
Hektograph Pencils
Carbon Paper
Typewriter Ribbons

SPIRIT DUPLICATOR SUPPLIES
Spirit Fluid
Carbon Paper
Master Units
Correction Pencils

SPIRIT ADDRESSER SUPPLIES

Be sure you know the complete line . . . write for Golden Anniversary Catalog listing complete line of duplicators and supply items.

THE Heyer CORPORATION
1856 S. KOSTNER AVE.
CHICAGO 23, ILLINOIS

Duplicator Master Sets

Addressograph-Multigraph Corp.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Photocopy Equipment Co.
American Stencil Mfg. Co.
Autocopy, Inc.
Beck Duplicator Co.
Codo Mfg. Corp.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Ditto, Inc.
Duplicating Papers, Inc.
Duplicopy Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Frye Mfg. Co.
General Manifold & Printing Co.
Hectographia Corp.
HEYER CORP.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
LITTLE, A. P., INC.
Manifold Supplies Co.
MASTER ADDRESSER CO.
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Old Town Corp.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Pres-To-Line Corp. of America
Queen Ribbon & Carbon Co., Inc.
Redigraph, Inc.
Remington Rand Inc.
Rex-O-Graph, Inc.
Rex-Rotary Distributing Corp.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
Spiritform Co.
Standard Duplicating Machines Corp.
Storms, H. M., Co.
Taylor, R. A., Corp.
Tru-Rite, Inc.
Waters and Waters Branch
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.
Wright Duplicator Div., Hart Mfg. Co.

Duplicator Paper (Mimeo)
(See Paper, Duplicator, Mimeo)

Duplicator Paper (Spirit and Gelatin)
(See Paper, Duplicator, Spirit and Gelatin)

Duplicator Rolls and Films
Allied Carbon & Ribbon Mfg. Corp.
Autocopy, Inc.
Beck Duplicator Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
Hectographia Corp.
HEYER CORP.
Smith, L. C., & Corona Typewriters, Inc.

Duplicator Slip-Sheeters
Dick, A. B., Co.
Harding, Milo, Co.
Niagara Duplicator Co.
Rex-Rotary Distributing Corp.
Technygraph Co.

Duplicator Stencil Correction Fluid
Acme Stencil Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Ames Supply Co.
Autocopy, Inc.
Beck Duplicator Co.
Challenger, Inc.
Continental Ink Co.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Duplicating Papers, Inc.
Duplicator Paper Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
Key Ribbon & Carbon Co.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Niagara Duplicator Co.
Pacific Carbon & Ribbon Mfg. Co.
Pengad Mfg. Co.
Pereles Bros., Inc.
Polychrome Corp.
Post-O-Graph Mfg. Co.
Pres-To-Line Corp. of America
Repeat-O-Type Stencil Mfg. Co.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
SHALLCROSS CO., INC.
Speed-O-Matic Co.
Speed-O-Print Corp.
Stafford, S. S., Inc.
Starkey Chemical Process Co.
Technygraph Co.
Tru-Rite, Inc.
Vari-Color Duplicator Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Duplicator Stencil Files
(See Files, Stencil, Duplicator)

Duplicator Stencil Scopes
American Stencil Mfg. Co.
Beck Duplicator Co.
Beckley-Cardy Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
Hart Mfg. Co.
HEYER CORP.
Marr Duplicator Co.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Post-O-Graph Mfg. Co.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Speed-O-Print Corp.
Technygraph Co.

Duplicator Stencils
(See Stencils, Duplicator)

Duplicator Supplies (Offset)
Addressograph-Multigraph Corp
American Stencil Mfg. Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Davidson Corp.
Dick, A. B., Co.
Key Ribbon & Carbon Co.
Lumirol Corp.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Rapid Roller Co.
Remington Rand Inc.
Replica Products Corp.

Duplicators (Automatic Typewriter)
American Automatic Typewriter Co.
Commercial Controls Corp.
Robotyper Corp.

Duplicators (Gelatin)
Autocopy, Inc.
Beck Duplicator Co.
Beckley-Cardy Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
Gel-Sten Supply Co., Inc.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
Levison & Blythe Mfg. Co.
Redigraph, Inc.
Smith, L. C., & Corona Typewriters, Inc

Prints on Postcards . . Shipping Tags . . Labels . . Boxes . . Cartons . . Packages

ALSO FORMS, BULLETINS, MENUS, LETTERS

MULTISTAMP STENCIL DUPLICATOR ®

MANUFACTURED ONLY BY THE MULTISTAMP CO., NORFOLK, VA.

THE ORIGINAL HAND STAMP STENCIL DUPLICATOR

- A "rubberless" stamp in one minute for 2c
- Type, write, draw, trace on low-cost stencil
- 1000 or more copies from 1 stencil . . . one inking
- Non-mechanical . . . made of non-corrosive metal
- Replaceable ink pads
- 8 Complete Outfits . . . $9.50 to $99.50

POPULAR No. 3 — POST-CARD AND LARGE TAG SIZE

Durable case includes 12 stencils, ink, ink brush, stylus pen, writing board, type cleaner, correction varnish, illustrated instructions. $19.50 f.o.b. factory COMPLETE

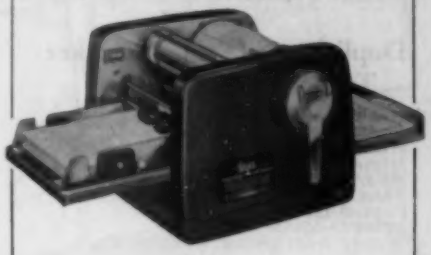
OVER 30 YEARS

At Your Office or Shipping Room Supply Dealer.

DUPLICATORS

with wide range of

PRICES and PROSPECTS



HEYER CONQUEROR SPIRIT DUPLICATOR

$185 complete! The machine with *all* the features—men who know duplicating say it's the biggest value ever offered. Write for complete information.

STENCIL DUPLICATORS

4 popular Lettergraph rotary models, each a leader in its price class. Lettergraph Post Card Printers that can't be beat for cards, shipping tags, etc.

GELATIN DUPLICATORS

4 sizes in the time-honored HEKTOGRAPH. 4 sizes of IDEAL DUPLICATORS in both 2- and 4-surface models.

Be sure you know each item in the line . . . write for Golden Anniversary Catalog describing duplicators and supply items.

THE Heyer CORPORATION
1856 S. KOSTNER AVE.
CHICAGO 23, ILLINOIS

Duplicators (Lithographic)
Addressograph-Multigraph Corp.
Davidson Corp.
Dick, A. B., Co.

Duplicators (Photographic)
(See Photocopy Equipment)

Duplicators (Post Card)
American Stencil Mfg. Co.
Bond Equipment Co.
Cardmaster Co.
Hart Mfg. Co.
HEYER CORP.
Keller Duplicator Co.
Mimeo Mfg. Co.
Mimeographing Supply Co.
MULTISTAMP CO., INC.
Pekas Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co.
Speed-O-Matic Co.
Vari-Color Duplicator Co.

Duplicators (Rebuilt)
Addressing Machine & Equipment Co.
Albright, J. E., & Co.
Mailers Equipment Co.
Mimeo Mfg. Co.

Duplicators (Spirit)
American Photocopy Equipment Co.
Autocopy, Inc.
Beck Duplicator Co.
Copy-Plus, Inc.
Ditto, Inc.
Duplicopy Co.
Hart Mfg. Co.
Hectographia Corp.
HEYER CORP.
MASTER ADDRESSER CO.
Old Town Corp.
Post-O-Graf Mfg. Co.
Rex-O-Graph, Inc.

Duplicators (Spirit)

(Continued from page 99)

Rex-Rotary Distributing Corp.
Smith, L. C., & Corona Typewriters, Inc.
Standard Duplicating Machines Corp.
Wolber Duplicator & Supply Co.
Wright Duplicator Div., Hart Mfg. Co.

Duplicators (Stencil, Rocker Type)

Bond Equipment Co.
Cardmaster Co.
HEYER CORP.
Mimeo Mfg. Co.
MULTISTAMP CO., INC.
Pekas Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co., Inc.
Weber Addressing Machine Co.

Duplicators (Stencil, Rotary)

Addo Machine Co., Inc.
Autocopy, Inc.
Beck Duplicator Co.
Bohn Duplicator Corp.
Dansen Co.
Dayton Typewriter Co.
Dick, A. B., Co.
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
Marr Duplicator Co.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co., Inc.
Rex-Rotary Distributing Corp.
Speed-O-Print Corp.
Technygraph Co.
Vari-Color Duplicator Co.

Duplicators (Type)

Addressograph-Multigraph Co.
Davidson Corp.

Dusting and Wiping Cloths

Ames Bag Co., Inc.
Blake Industries
Cadie Chemical Products, Inc.
Columbia Wiping Cloth Co.
Fielder, P. E., Mfg. Co.
General Cement Mfg. Co.
Hoag-Farmer Mfg. Co. (Yarn and Feather)
Howard Dustless-Duster Co.
Mounties, Inc.
Munising Paper Co. (Paper)
Pioneer Mfg. Co.

Ear Cushions (Telephone)

(See Telephone Ear Cushions)

Electric Fan Covers

(See Covers, Electric Fan)

Electric Fans

(See Fans, Electric)

Embossing and Stamping Machines

Ackerman-Gould Co.
ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co., The
Embosograf Corp. of America
Franklin Mfg. Corp.
Hahn, Peter J., & Sons Co.
Kingsley Stamping Machine Co.
Monogram Machine Supply Co.
Numberall Stamp & Tool Co.
Olsen Mark Corp.
Peerless Roll Leaf Co., Inc.
Post Electric Co., Inc.
Roberts, Cushman & Co.
Royal Imprints, Inc.
Simplex Gold Stamping Press Co., Inc.
Wilson Gold Stamping Machine Co.

Endorsing Machines

(See Check Certifiers and Endorsers)

Engravers (Cards, Letterheads)

Barnard, George D., Co.
Hill, R. O. H., Inc.
Murray Engraving Co.
National Engraving Co.
Stauder Engraving Co.
Whitehall, Inc.
Wiggins, John B., Co.

Engraving Machines

Green Instrument Co., Inc.
New Hermes, Inc.

Envelope Openers

(See Openers, Envelope)

Envelope Sealers

(See Sealers, Envelope)

Envelopes (Air Mail)

Affleck Stationery Co.
American Envelope Co.
American Paper Products Co.
Atlanta Envelope Co.
Boston Envelope Co.
Cupples-Hesse Corp.
Dahlke Stationery & Mfg. Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Garden City Envelope Co.
Hampshire Paper Co., Inc.
Hano Paper Co., Inc.
Hyman, L., & Sons Co.
Lafayette Co., The
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Whitehall, Inc.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Button and String)

American Paper Goods Co.
Andrews, P. L., Corp.
Atlanta Envelope Co.
COOKE & COBB CO.
Josephson Mfg. Corp.
Marvin Envelope & Paper Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
QUALITY PARK ENVELOPE CO.
Transo Envelope Co.
WILSON JONES CO.
Wolf Brothers, Inc.

Envelopes (Catalog)

American Envelope Co.
American Paper Goods Co.
American Paper Products Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Atlanta Envelope Co.
Boston Envelope Co.
Brown Paper Goods Co.
COOKE & COBB CO.
Cupples-Hesse Corp.
Eastern Tablet Corp.
Equitable Paper Bag Co., Inc.
Goodbody, Wm., Envelope Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
Josephson Mfg. Co.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
WILSON JONES CO.
Wolf Brothers, Inc.
Wolf Envelope Co.
Worcester Envelope Co.

Envelopes (Cellophane)

American Paper Goods Co.
Andrews, P. L., Corp.
Cupples-Hesse Corp.
Marvin Envelope & Paper Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
U. S. Envelope Co.
Worcester Envelope Co.

Envelopes (Clasp)

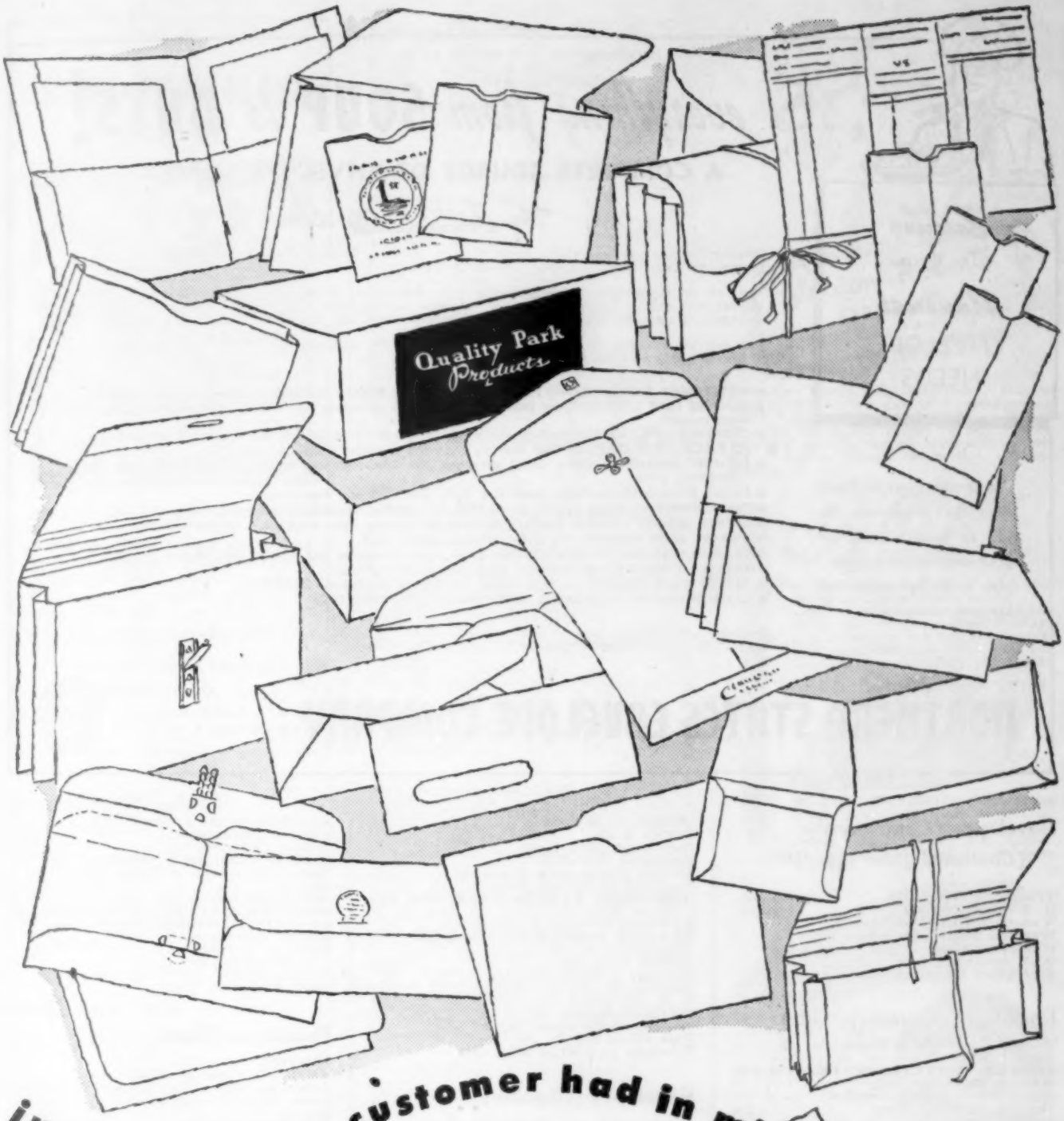
American Paper Goods Co.
Andrews, P. L., Corp.
Atlanta Envelope Co.
COOKE & COBB CO.
Josephson Mfg. Corp.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
QUALITY PARK ENVELOPE CO.
Stationers Guild of America
Transo Envelope Co.
WILSON JONES CO.
Wolf Brothers, Inc.

Envelopes (Coin)

ABBOTT COIN COUNTER CO.
American Paper Products Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Atlanta Envelope Co.
Boston Envelope Co.
Brown Paper Goods Co.
Cupples-Hesse Corp.
Eastern Tablet Corp.
General Manifold & Printing Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
Markilo (Plastic)
Marvin Envelope & Paper Co.
May, J. L., Co.
Merchants Industries, Inc.
Mills Envelope Co.
National Tag & Label Corp.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
QUALITY PARK ENVELOPE CO.
Sheppard Envelope Co.
Stationers Guild of America
Tension Envelope Corp.
Todd Co., Inc.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co.
Western States Envelope Co.
Western Tablet & Staty. Co.
Wolf Brothers, Inc.
Wolf Envelope Co.
Worcester Envelope Co.

Envelopes (Commercial)

Affleck Stationery Co.
American Envelope Co.
American Paper Products Co.
Atlanta Envelope Co.
Boston Envelope Co.
Brown Paper Goods Co.
Commercial Paper Co.
Cupples-Hesse Corp.
Delta Envelope Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Ennis Tag & Salesbook Co.
Garden City Envelope Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.



just what your customer had in mind

Plain envelopes . . . clasp envelopes . . . special purpose envelopes . . . file folders, pockets and jackets . . . flat wallets or expanding wallets . . . you'll have in stock exactly what your customers have in mind when you depend on Quality Park's quality products, quality packaging and quality service. Nearly 400 styles, sizes, stocks and weights of envelopes that guarantee customer satisfaction and repeat business.

QUALITY PARK ENVELOPE CO.

General Office and Factory, Quality Park, St. Paul 4, Minnesota • Chicago Office and Warehouse, 564 W. Monroe St., Chicago 6, Illinois

.... everything from SOUP to NUTS!

A COMPLETE SOURCE OF ENVELOPE SUPPLY

The Justrite Envelopes Line

Catering To Your *Unusual* ENVELOPE NEEDS

Offering The Stationer a complete source of supply for every Envelope need—a factory where the Unusual becomes the Usual—years of solving Envelope problems.

These are the things which enable us to offer you a wide variety of Envelope Specialties, for both over-the-counter sales and for customer needs. The "Justrite Line" has been "Custom Built" around the specialized envelope and container needs of Stationery customers—that's why your difficult jobs are welcomed.

Look over the following list of Specialties, developed for the Stationery Store field. These are only a few of the items that we either stock or can run on order:

- WATERPROOF ENVELOPES—for Packing Lists, Shipping Papers—protect from moisture, acids and grease.
- BANKERS FLAP ENVELOPES—A complete line of Bank Envelopes for mailing, filing, handling currency and coupons.
- CURRENCY GIFT ENVELOPES—Engraved money holders for Card Counter sale and for Bank Holiday use.
- 100 PACK ENVELOPES—A Fast Moving over the Counter Package.
- SAF-KEEP ENVELOPES—Claim Check envelopes with numbered tabs widely used by Hotels and Public Gathering places.
- FILING ENVELOPES—available Open End, Open Side, Flat and Expanding.
- TAMPERPROOF or Safety Express ENVELOPES—for sending Registered Mail and currency.
- ZEPHYR WEIGHT AIRMAIL ENVELOPES—a modern design, light weight, rag content envelope.
- LIBRARY BOOK POCKETS—Six styles for every library need.
- TRANSPARENT POLICY JACKETS—also other styles of regular and window style jackets available.
- PAYROLL ENVELOPES—an Industrial need used by all factories.
- REPORT CARD POCKETS — PASS BOOK COVERS — BARONIAL ENVELOPES.
- CLASP ENVELOPES — CATALOG ENVELOPES — COIN ENVELOPES.

We invite your difficult envelope problems. No job to small—send us your next inquiry. Samples will be submitted for your inspection.

Available either printed to your copy or plain. Write for prices and samples today and send in that unusual or difficult envelope problem for prompt consideration.

NORTHERN STATES ENVELOPE COMPANY • St. Paul 1, Minnesota • Chicago 4, Illinois

Envelopes (Commercial)

(Continued from page 100)

Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co.
Western States Envelope Co.
Western Tablet & Staty. Corp.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Currency, Gift)

Marvin Envelope & Paper Co.
May, J. L., Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.

Envelopes (Duplex)

American Paper Products Co.
Ames Safety Envelope Co.
Atlanta Envelope Co.
Marvin Envelope & Paper Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
QUALITY PARK ENVELOPE CO.
Tension Envelope Corp.
Transo Envelope Co.

Envelopes (Expanding, Filing and Mailing)

AMBERG FILE & INDEX CO.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Atlanta Envelope Co.
Barkin Expanding Envelope Co., Inc.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Diemer, John F., Co.
Eastern Tablet Corp.
Globe-Wernicke Co.
Hyman, L., & Sons
Jewell & Co.
Josephson Mfg. Corp.
Keystone Envelope Co.
Marvin Envelope & Paper Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
Remington Rand Inc.
SMEAD MFG. CO.
Stationers Guild of America
Tension Envelope Corp.
U. S. Envelope Co.
WILSON JONES CO.
Worcester Envelope Co.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Envelopes (Glassine)

American Paper Goods Co.
Andrews, P. L., Corp.
Atlanta Envelope Co.
Cuppies-Hesse Corp.
Hano Paper Co., Inc.
Herz Mfg. Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Neostyle, Inc.
Outlook Envelope Co.
Shellmar Products Corp.
Tension Envelope Corp.
U. S. Envelope Co.
Worcester Envelope Co.

Envelopes (Legal)

COOKE & COBB CO.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
SMEAD MFG. CO., INC.
WILSON JONES CO.

Envelopes (Payroll)

American Paper Goods Co.
American Paper Products Co.
Atlanta Envelope Co.
Boston Envelope Co.
General Manifold & Printing Co.
Marvin Envelope & Paper Co.
May, J. L., Co.
Merchants Industries, Inc.
NORTHERN STATES ENVELOPE CO.
QUALITY PARK ENVELOPE CO.
Transo Envelope Co.
Outlook Envelope Co.
U. S. Envelope Co.
Watts, Alfred Allen, Co., Inc.
Wolf Brothers, Inc.

Envelopes (Plastic)

AIGNER, G. J., CO.
AMBERG FILE & INDEX CO.
American Kleer-Vu Plastics, Inc.
Ames Safety Envelope Co.
Blank, Arthur, & Co.
CEL-U-DEX CORP.
Collier Mfg. Corp.
Cooks', Inc.
Forbes Products Corp.
Guedon Co.
Handi-Hinge
Kingsbacher-Murphy Co.
Library Service Div., Bro-Dart Industries
Markilo
Marvin Envelope & Paper Co.
MEIER, JOSHUA, INC.
Neostyle, Inc.
Plastic Fabricators Co.
Plastic Service Co.
Royal Index Tab Co.
SMEAD MFG. CO., INC.
Vita Specialties Co.

Envelopes (Registered Mail)

Atlanta Envelope Co.
Jewell & Co.
Keystone Envelope Co.
Marvin Envelope & Paper Co.
NORTHERN STATES ENVELOPE CO.
QUALITY PARK ENVELOPE CO.
Transo Envelope Co.
Wolf Brothers, Inc.

RUSH FYBRGLASS ERASER

on Fast-Selling Display Card

World's finest typewriter eraser packaged for easy sale, 6 to display card or 12 to display carton. Unconditionally guaranteed. Specify packing. List price $6.00 per dozen; Refills $3.00 per dozen packages of two. Free stuffers. Order today.

"Substantial Dealer Discounts"

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Atlanta Envelope Co.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
QUALITY PARK ENVELOPE CO.
Transo Envelope Co.
Wolf Brothers, Inc.

Eradicators (Ink)

American Writing Ink Co., Inc.
Cardinell Corp.
Carter's Ink Co.
Collins-Benton Co., Inc.
Crescent Products Co.
Demco Library Supplies
General Pencil Co.
Keuffel & Esser Co.
Kodye, Inc.
Levison & Blythe Mfg. Co.
Miller, C. H., Co.
Mongol Chemical Co.
Pengad Mfg. Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Speedry Products, Inc.
Stafford, S. S., Inc.

Erasers (Blackboard)

American Crayon Co.
Beckley-Cardy Co.
BRADLEY, MILTON, CO.
Hammett, J. L., Co.
N. Y. Silicate Book Slate Co., Inc.
Nobema Products Corp.
ROWLES, E. W. A., CO.
Weber Costello Co.
Weeks, Frank A., Mfg. Co.

Erasers (Chemical)

(See Eradicators, Ink)

Erasers (Electric)

AUTOMATIC PENCIL SHARPENER CO.
Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Demco Library Supplies
Post, Frederick, Co.
Weil, J. H., & Co.

Erasers (Fiber Glass)

ERASER CO., INC.

Erasers (Gum)

American Pencil Co.
Best, Richard, Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Linton Pencil Co.
Reliance Pencil Co.
ROBERTS, WELDON, RUBBER CO.
Rosenthal Co.

Erasers (Rubber, For Automatic Pencil)

American Pencil Co.
Autopoint Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Eversharp, Inc.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Kahn, David, Inc.
Moore Pen Co.
Nichols Products Co.
Ozark Pen Mfg. & Repair Co.
Parker Pen Co.
ROBERTS, WELDON, RUBBER CO.
Scripto, Inc.
Sheaffer, W. A., Pen Co.
Waterman Pen Co., Inc.

Erasers (Rubber, Ink and Pencil)

American Pencil Co.
Best, Richard, Pencil Co.
Blaisdell Pencil Co.
BRADLEY, MILTON, CO.
Brown, Arthur, & Bro.
Craftint Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Favor, Ruhl & Co.
General Pencil Co.
Gits Molding Corp.
Kahn, David, Inc.
Keuffel & Esser Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Melind, Louis, Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rosenthal Co., The
Stationers Guild of America

Erasers (Rubber, Pencil Form, Non-Refillable)

American Pencil Co.
Best, Richard, Pencil Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.

Erasers (Rubber, Pencil Form, Refillable)

American Pencil Co.
Best, Richard, Pencil Co.
Blue Robin Corp.
BRUSHMAKERS, INC.
Faber, Eberhard, Pencil Co.
Gits Molding Corp.
ROBERTS, WELDON, RUBBER CO.
V. & E. Mfg. Co.

Erasers (Soap)

ROBERTS, WELDON, RUBBER CO.
Rosenthal Co.

Weldon Roberts Erasers
Correct Mistakes in Any Language

Everybody wants, uses, these famous erasers. They're the world's quality standard and a bonny bargain. Illustrated are but a few of of many styles and shapes to suit a wide variety of specific erasing requirements. All are all-quality always, for neatest, cleanest erasing.

JET Eraser

Cylindrical stick eraser of finest rubber in attractive plastic holder. Tip unscrews so eraser can be moved forward. Red rubber for pencil erasing; gray rubber for ink and typewriting. Made in pocket style (with clip) and brush whisk style for typists. Refills.

NO. 930 ENSEMBLE—*Combination eraser that does most everything. Handy, bias-beveled shape. Soft, pink rubber joined to soft, gray rubber. For erasing pencil, ink, crayon, typewriting.*

NO. 121 ELLIPTIC

Soft gray rubber in handy elliptical shape. For pencil and ink erasures on all types of work. Widely preferred by typists, draftsmen, artists.

NO. 399 TRI-PLY—*The original, superior 3-layer eraser for typists. Two outer plies of red rubber for smooth, clean erasing of pencil writing or carbon copies; center ply of gray rubber for erasing ink writing or typewriting originals, a single letter or a whole line.*

NO. 333 INDIA—*The standard, red rubber beveled-end pencil eraser that everybody knows. A "regular" for all-around use in offices and schools. (larger size, No. 334)*

Weldon Roberts Erasers are stocked by leading dealers everywhere.

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6th Ave. and No. 13th St., Newark 7, N. J.
World's Foremost Eraser Specialists

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Faber Eberhard, Pencil Co.
Gabe Mfg. Corp.
Henkel-Clauss Co.
I.D.L. MFG. & SALES CORP.
Keuffel & Esser Co.
Metropolitan Cutlery Co.
Turner & Harrison Pen Mfg. Co., Inc.
X-acto Crescent Products Co., Inc.

Erasers (Typewriter)

American Pencil Co.
Allen & Co.
Best, Richard, Pencil Co.
Blaisdell Pencil Co.
Blue Robin Corp.
BRUSHMAKERS, INC.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
ERASER CO., INC.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co., Inc.
Gits Molding Corp.
Koh-I-Noor Pencil Co., Inc.
Melind, Louis, Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rosenthal Co., The
Winslow Products Engineering Co.

Erasing Shields (Typewriter)

Bastian Bros. Co.
Cardinell Corp.
Charvoz-Roos Corp.
ENGINEERING MFG. CO.
I.D.L. MFG. & SALES CORP.
Kee Lox Mfg. Co., Inc.
National Fiberstok Envelope Co.
Parisian Novelty Co.
Pettersen Mfg. Co.
Plastic Fabricators Co.
Royal Typewriter Co., Inc.
SPEED PRODUCTS CO., INC.
Stationers Guild of America
Whitehead & Hoag Co.

Expense Books

(See Books, Expense)

Eyelet Punches

(See Punches, Eyelet)

Eyelets (Metal)

American Brass Co.
Atlas Tack Corp.
Barrett Bindery Co.
Bates Mfg. Co.
Gabe Mfg. Corp.
I.D.L. MFG. & SALES CORP.
Matthews, James H., & Co.
Oakville Co.
Sargent & Co.
Sibley, Edward L., Mfg. Co., Inc.
Stimpson, Edwin B., Co.
Waterbury Companies, Inc.

Eyelets and Patches (Gummed Cloth)

(See Gummed Cloth Eyelets and Patches)

Eyeshades

Blank, Arthur, & Co.
Elliott, B. K., Co.
New Era Optical Co.
Stationers Specialty Corp.
Weeks, Frank A., Mfg. Co.

Fanfold Forms

(See Forms, Continuous, Fanfold)

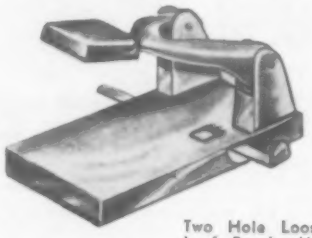
Fans (Electric)

(See also Air Circulators)

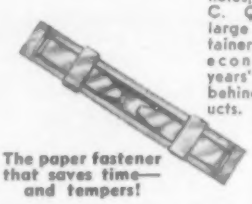
Asquith Associates, Inc.
Dayton Electric Mfg. Co.
Diehl Mfg. Co.
Emerson Electric Mfg. Co.
Fasco Industries, Inc.

ACME
PERFORATORS & FASTENERS

AVAILABLE FOR PROMPT SHIPMENT



Two Hole Loose Leaf Punch, 1/4" holes, 2¾" C to C. Quick action large waste container. Compact, economical. 30 years' experience behind our products.



The paper fastener that saves time—and tempers!

Available in two popular sizes: 1" capacity and 2" capacity with 2¾ centers. Packed 50 to a box. Features Prong Lock Compressor for permanent fastening. Eliminates broken finger nails.

Write for prices and Samples of the finest fasteners made!

ACME FASTENER COMPANY
411 N. TENTH ST. • ST. LOUIS 1, MO.

Fresh'nd-Aire Co.
General Electric Co.
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Lucas Mfg. Co.
Mandel, A., & Co.
Reynolds Electric Co.
Robbins & Myers, Inc.
Samson-United Corp.
Signal Electric Mfg. Co.
Spartan Electric Co.
Sutton, O. A. Corp.
Victor Electric Products, Inc.
Welch, W. W., Co.
Westinghouse Electric Corp.

Fasteners (File Folder, Tang and Slide)

ACCO PRODUCTS, INC.
ACME FASTENER CO.
AMBERG FILE & INDEX CO.
Ames Safety Envelope Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
Josephson Mfg. Corp.
Loose Leaf Devices Co.
Remington Rand Inc.
Sell Corp.
Shaw-Walker Co.
SPEED PRODUCTS CO., INC.
VEVIER LOOSE LEAF CO.
VICTOR SAFE & EQUIPMENT CO., INC.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Fasteners (Paper, Round and Flat Head)

American Brass Co.
Ames Safety Envelope Co.
DENNISON MFG. CO.
Dixon Research, Inc.
ELBE FILE & BINDER CO., INC.
Grammes, L. F., & Sons
Hampden Mfg. Co., Inc.
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Business never needed Acco Products so much as it does now, with the tremendous volume of papers to be kept and filed safely. Acco-binding brings all related papers together and keeps them there. Correspondence, orders, invoices, reports, etc., are always in order, safely bound—temporarily or permanently. Acco Products are time, temper and money savers—available in sizes and styles for every need. They're in big demand everywhere.

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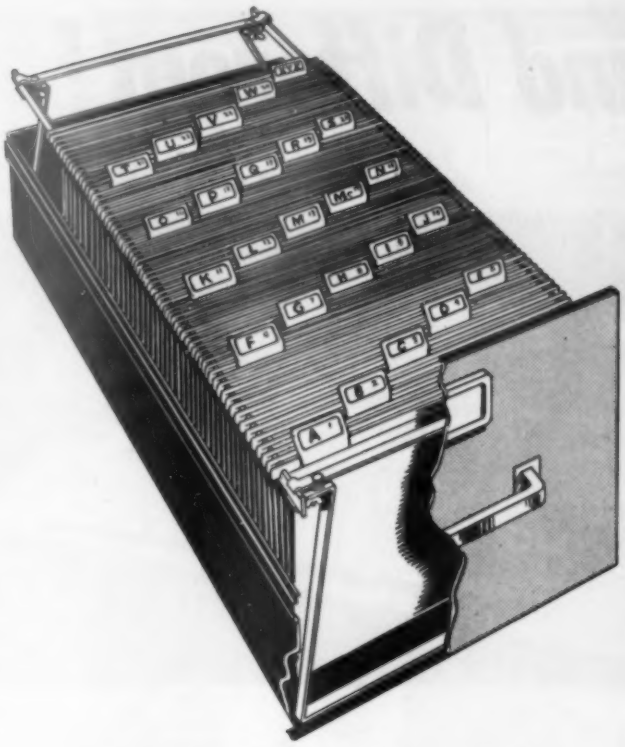

Hang-A-File Floor and Desk Units

WRITE FOR DESCRIPTIVE CATALOG

HANG-A-FILE*

*(REG U.S. PAT OFF.)

MOST POPULAR "HI-WAY" OF FILING IN AMERICA

FOLDERS and FRAMES

Hang-A-File Folders do for filing what aviation does for transportation . . . gets it off the ground. In office routine, Hang-A-File folders mean maximum speed and efficiency in filing and finding.

Hang-A-File folders are available in LETTER, LEGAL, INVOICE and X-RAY sizes with Hang-A-File metal frames, floor and desk units to accomodate each type of folder.

For the Best Filing System in SIGHT

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ROCKWELL-BARNES CO.
Simonsville Mfg. Co.
SPEED PRODUCTS CO., INC.
Stimpson, Edwin B., Co.
VAIL MFG. CO.

Fasteners (Stapler)

(See Staplers)

Fasteners (Tag)

Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
National Fiberstok Envelope Co.
National Tag & Label Corp.
Noesting Pin Ticket Co., Inc.
REYBURN MFG. CO., INC.
VAIL MFG. CO.

Felt Stripping (Desk Top)

(See Glass Desk Top Stripping)

File Compression Guides

Globe-Wernicke Co.
Le Febure Corp.
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Ulrich Planfiling Equipment Co.
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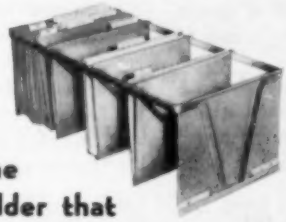
Victor
FILING SUPPLIES

Keep the complete Victor line in Stock.

Card guides of bristol and pressboard with plain, flat celluloided metal or tube tabs.

Letter and legal size guides and folders in numerous grades and tab cuts.

COLOR BAR FOLDER LABELS
and the *NEW* Victor
SUSPENDED FILE FOLDERS



The folder that HANGS in your file!

THE VICTOR SAFE & EQUIPMENT CO., Inc.
NO. TONAWANDA, NEW YORK

Top Flight Products Co., Inc.
Ulrich Planfiling Equipment Co.
VICTOR SAFE & EQUIPMENT CO., INC.
WEIS MFG. CO.
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Advance Industries
ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
BERGER MFG. DIVISION
FARBER, LOUIS H., CO.
GUIDE SYSTEM & SUPPLY CO.
Home-O-Nize Co.
INVINCIBLE METAL FURNITURE CO.
LIT-NING PRODUCTS CO.
OXFORD FILING SUPPLY CO.
STEEL PARTS MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.

File Drawer Shelves (Hook-On)

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Currier Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
LIT-NING PRODUCTS CO.
Shaw-Walker Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

File Fasteners

(See Fasteners, File Folder)

File Folder Labels

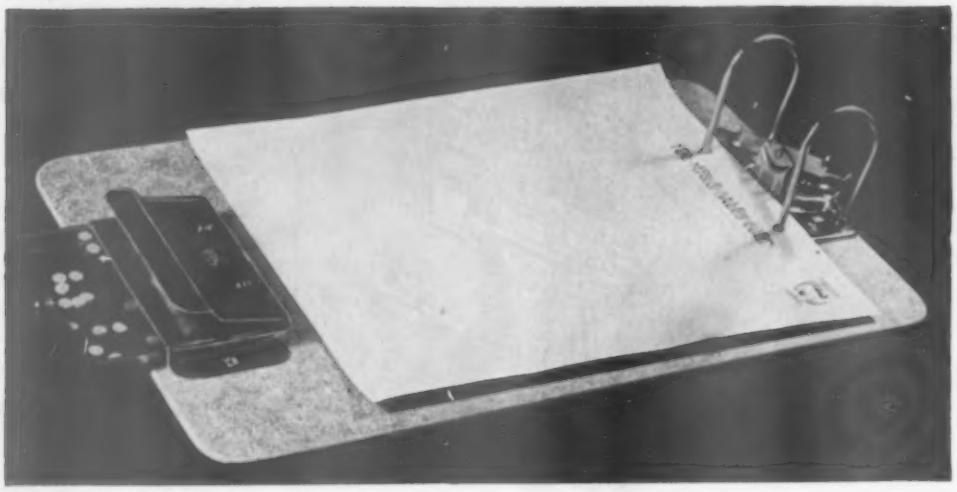
(See Labels, File Folder)

File Pockets (Vertical)

Barkin Expanding Envelope Co., Inc.
COOKE & COBB CO.
Globe-Wernicke Co.
Jewell Co.

It's NEW and Different!

ARCH FILE *ACTION* LEVER



NOVEL PERFORATOR

Cash in $

with this newest office necessity

Dealers Join the Prosperity Parade, Profit from Action Sales with This Entirely New Action Arch File and Fingertip Perforator in One Unit*

Here's an office accessory that's so simple to operate that anyone can use it the first time. Here's a real practical time and space saver your customer simply cannot resist buying because it is so efficient. A single action lever opens the arch and permits easy insertion or removal of sheets in motion because of perfect alinement. Fingertip pressure on the opposite side of the lever closes the arch instantly and securely. No twisting, turning and adjusting and no parts to interfere with the insertion or removal of sheets. Arches are made in standard heights of 2½" and 5" capacities.

And THIS is an Action arch file with a big plus, the plus being an accurate, compact and sturdy punch, standard 2¾" between holes and like the action lever, the perforator works with fingertip pressure every time. Just insert sheet, center on board and punch out two clean diecut holes. And here's another big selling feature of the perforator! The punched waste is collected in a small drawer within the perforator—merely slide out drawer and empty a few times a year. No messy waste on desk or floor with this ingenious waste collecting feature.

The Action arch and perforator are made of strong and durable highly nickled steel, the board is standard ⅛" masonite tempered presdwood; beautifully beveled and round cornered.

The Action arch file and perforator is made in the three standard sizes: "Note," "Letter," and "Legal."

The Action arch and waste saver perforator may be purchased as individual units or affixed to boards.

**Patent applied for 1952*

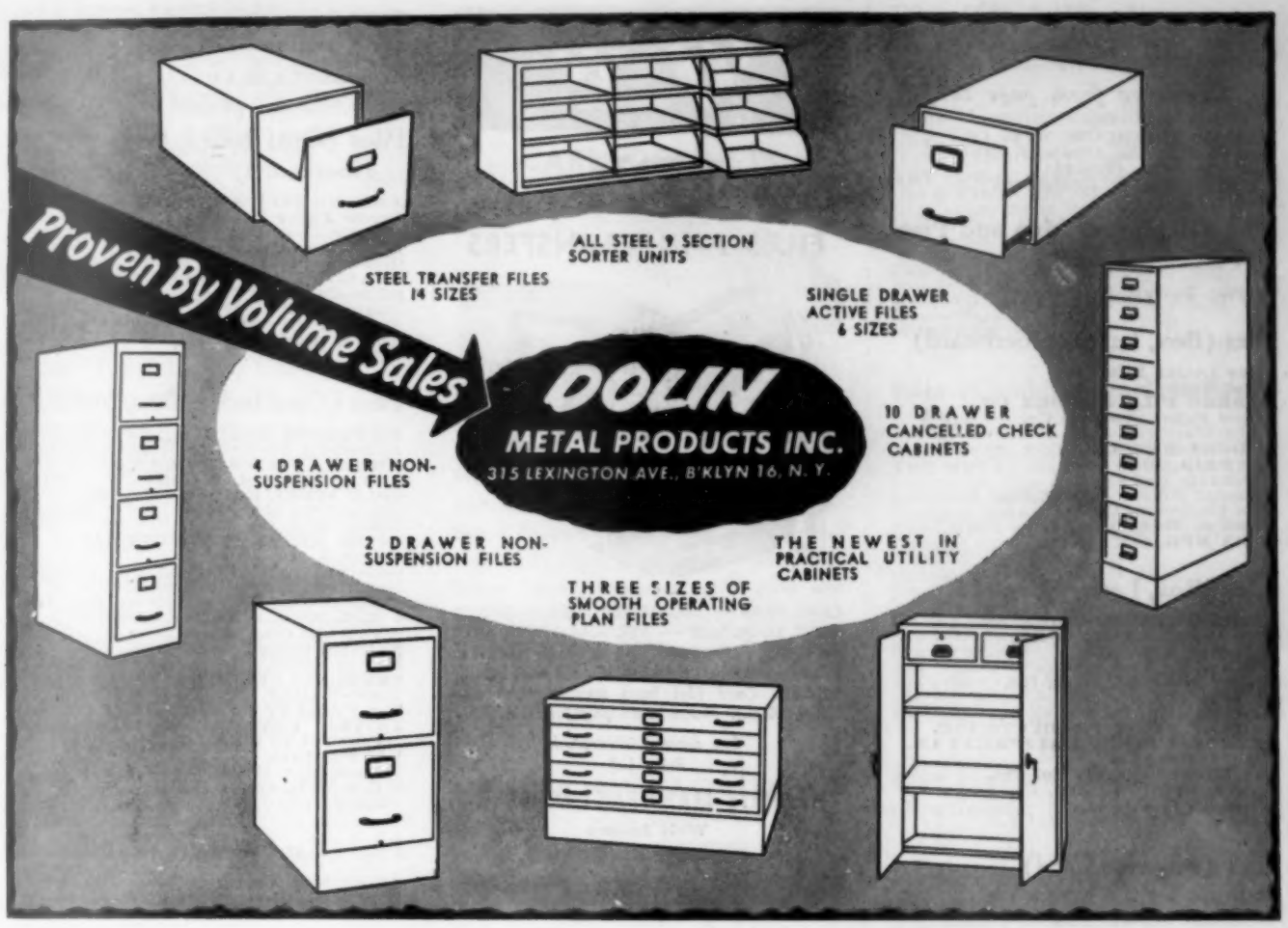
ACTION LEVER ARCH—2½" Capacity—$1.50 ea. list

ACTION LEVER ARCH—5" Capacity $2.00 ea. list

SUBSTANTIAL DEALER DISCOUNTS

MFG. & SALES CORP., 132-138 LAFAYETTE STREET • NEW YORK 13, N. Y.

CANADIAN DISTRIBUTOR: Sam Jason, Montreal



File Pockets (Vertical)

(Continued from page 105)

Jesephson Mfg. Co.
Keystone Envelope Co.
National Fiberstok Envelope Co.
SMEAD MFG. CO., INC.
WILSON JONES CO.
Yawman and Erbe Mfg. Co

File Signals

(See Signals)

File Units (Safe)

ART METAL CONSTRUCTION CO.
Diebold, Inc.
General Fireproofing Co.
GUARDSMAN SAFE CO.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
SCHWAB SAFE CO.
Shaw-Walker Co.
VICTOR SAFE & EQUIPMENT CO., INC.
York Safe & Lock Co.

Files (Account)

ALL-STEEL EQUIPMENT INC.
Diebold, Inc.
General Fireproofing Co.
Le Febure Corp.
McCaskey Register Co.
Modern Account System Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
WEIS MFG. CO.

Files (Arch)

Allen-Hunt Co.
Artistic Desk Pad & Novelty Co.
COOKE & COBB CO.
ELBE FILE & BINDER CO., INC.
Federbush, M. W., Loose Leaf Corp.
Globe-Wernicke Co., The
Hartco Mfg. Co., Inc.
I.D.L. MFG. & SALES CORP.
Jaybee Tray Co., Inc.
Pengad Mfg. Co.
STEMPEL MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Bill, Invoice)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
BERGER MFG. DIV.
Bentson Mfg. Co.
Cardinal Sales, Inc.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Metal Office Furniture Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

Files (Bill Head, Wall Type)

Currier Mfg. Co.
HALVERSON SPECIALTY SALES
LIT-NING PRODUCTS CO.

Files (Blueprint, Map and Plan, Horizontal, Metal)

ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Bruning, Charles, Co., Inc.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Diebold, Inc.
Dietzgen, Eugene, Co.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Futuramic Steel Products Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Hamilton Mfg. Co.
Harrison Steel Cabinet Co.
Herring-Hall-Marvin Safe Co.
Interior Steel Equipment Co.
INVINCIBLE METAL FURNITURE CO.
Lyon Metal Products, Inc.
MASTER PRODUCTS MFG. CO.
Pease, C. F., Co., The
PEERLESS STEEL EQUIPMENT CO.
Post, Frederick, Co.
Remington Rand Inc.
Ross-Martin Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
STACOR EQUIPMENT CO.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.
York Safe & Lock Co.

Files (Blueprint, Map and Plan, Horizontal, Wood)

American Map Co.
Elliott, B. K., Co.
ENGINEERING MFG. CO.
Globe-Wernicke Co.
Hamilton Mfg. Co.
WEIS MFG. CO.

Files (Blueprint, Map and Plan, Vertical, Metal)

ACCO PRODUCTS, INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
ATLAS STENCIL FILES CO.
Dray Mfg. Co.
Empire Development Corp.
Globe-Wernicke Co.

Files (Blueprint, Map and Plan, Vertical, Metal)

(Continued from page 107)

MASTER PRODUCTS MFG. CO.
Ross-Martin Co. (Rolled)
Scott-Rice Co. (Rolled)
Ulrich Planfiling Equipment Co.

Files (Blueprint, Map and Plan, Vertical, Wood)

Carlton-Surrey, Inc.

Files (Box, Letter, Fiberboard)

Acme Letter File Corp.
Allen-Hunt Co.
AMBERG FILE & INDEX CO.
Arrow Paper Products Co.
Globe-Wernicke Co.
HEDGES MFG. CO.
MAYFAIR CO.
Merchants Box Co.
National Fiberstok Envelope Co.
Osco Stationery Co.
Regal & Wade Mfg., Inc.
WEIS MFG. CO.

Files (Box, Letter, Metal)

AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
Cronstroms Mfg. Co.
Currier Mfg. Co.
Decker Metal Products, Inc.
Dray Mfg. Co.
Merriam Mfg. Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Top Flight Products Co., Inc.
Weeks, Frank A., Mfg. Co.
WEIS MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Business Card)

AMBERG FILE & INDEX CO.

Weis

AGATE
FIBRE BOARD
FILES AND TRANSFERS

CARD FILES — BOX LETTER FILES — DOCUMENT TRANSFERS — VERTICAL LETTER FILES — CARD TRANSFERS. All carefully made of finest materials. Fully reinforced and nicely finished. Card files have steel bottoms and follow blocks. Made in all popular sizes.

See current illustrated Price List

THE WEIS MANUFACTURING CO.
Weis Square
MONROE, MICHIGAN

Home-O-Nize Co.
Jaybee Tray Co., Inc.
LIT-NING PRODUCTS CO.
Rampe Mfg. Co.
RECORDPLATE CO.
Redigraph, Inc.

Files (Card Index, Box, Fiberboard)

AMBERG FILE & INDEX CO.
Arrow Paper Products Co.
Artistic Desk Pad & Novelty Co.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
HEDGES MFG. CO.
Hoffman, L.
National Fiberstok Envelope Co.
Osco Stationery Co.
WEIS MFG. CO.

Files (Card Index, Box, Metal)

All Purpose Metal Equipment Corp.
Aluminum Desk Accessories Co., Inc.
AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO.
Cronstroms Mfg. Co.
Dehler Mfg. Co.
DOLIN METAL PRODUCTS, INC.
Geller, J. R.
General Fireproofing Co.
Goodfrend Metal Products Co.
Home-O-Nize Co. (Aluminum)
I. D. L. MFG. & SALES CORP.
MAYFAIR CO.
National Office Specialty Co.
Patent Novelty Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Top Flight Products Co., Inc.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VANPE, INC.
Watson Mfg. Co., Inc.
WEIS MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Card Index, Box, Plastic)

Alpine Mfg. Co.
American Plastic Mfg. Co., Inc.

THE BIGGEST DOLLARS WORTH in STEEL OFFICE EQUIPMENT!
(FOR YOU AND YOUR CUSTOMERS)

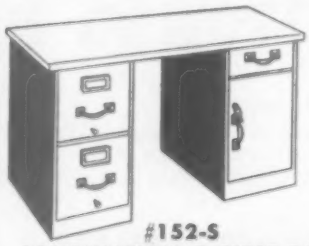
Non-Suspension
★ **ONE AND TWO DRAWER STEEL FILING CABINETS**
★ **3 PIECE STEEL DESKS**

Prime Steel
Electrically Welded
Ball Bearing
Compressor Follow Blocks
Aluminum Pulls

Finished in Standard Grey or Green Permanized Baked Enamel

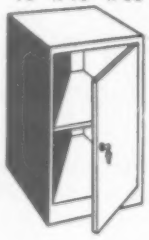
INDIVIDUALLY CARTONED PROMPT SHIPMENT

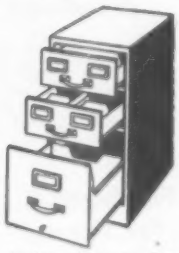
For Complete Details Write For Catalog & Price List



#152-S COMBINATION 3 PIECE DESK
Easy to assemble. Available in grey.
25¼" x 50" x 30" (24" depth)

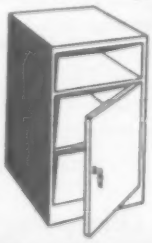
#158-R STORAGE CABINET
One shelf; complete with lock & keys
18" x 18" x 30"





#138-C THREE DRAWER FILE
Two double index drawers for 3x5 or 4x6 cards & one letter size drawer. Removable center dividers. 15" x 24" x 30".

#143-T TELEPHONE CABINET
16" x 20" x 30"
Complete with lock & keys.



#150-R 4 DRAWER STATIONERY CABINET
29½" high
Inside drawer dimensions – 4" high x 12½" wide

#127-A 27 DRAWER CABINET
29¾" x 12⅛" x 35½"
Each drawer
9⅛" x 11 9/16" x 3" high

#1140-A BUILD YOUR FILE
To Any Height Desired
Letter & Legal Size
(24" depth)

#240-A FILE BASE
3" in height

ST. MARKS METAL PRODUCTS INC
1709 ST. MARKS AVE., B'KLYN 33, N. Y. • HYacinth 8-1188

SPECIALIZING IN ONE AND TWO DRAWER STEEL FILES

ART STEEL SALES CORP.
BRUSHMAKERS, INC.
Globe-Wernicke Co.
Kinetic Novelty Co., Inc.

Files (Card Index, Box, Wood)

AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Decatur Industries, Inc.
Globe-Wernicke Co.
HEDGES MFG. CO.
Imperial Methods Co.
Jaybee Tray Co., Inc.
Majestic Stationery Co.
Merchants Box Co.
Premier Supply Corp.
Regal & Wade Mfg. Inc.
Rishel, J. K., Furniture Co.
WEIS MFG. CO.

Files (Card Index, Cabinet, Fiberboard)

AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
Hoffman, L.
Osco Stationery Co.
WEIS MFG. CO.

Files (Card Index, Cabinet, Metal)

ALL-STEEL EQUIPMENT INC.
AMBERG FILE & INDEX CO.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Business Efficiency Aids
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Globe-Wernicke Co.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
MEILINK STEEL SAFE CO. (Insulated)
Metal Office Furniture Co.
Metalstand Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
PRONTO FILE CORP.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
WEIS MFG. CO.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Card Index, Cabinet, Wood)

AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Demco Library Supplies
Gaylord Bros., Inc.
Globe-Wernicke Co.
Imperial Methods Co.
Jaybee Tray Co., Inc
Merchants Box Co.

Files (Card Index, Tray, Fiberboard)

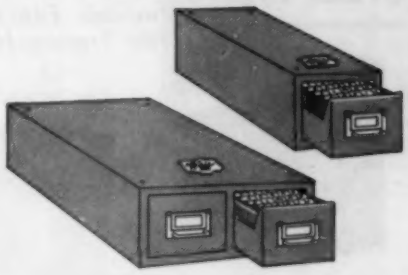
Artistic Desk Pad & Novelty Co.
Globe-Wernicke Co.
HEDGES MFG. CO.
National Fiberstok Envelope Co.
WEIS MFG. CO.

Files (Card Index, Tray, Metal)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Bentson Mfg. Co.
BROWNE-MORSE CO.
Business Efficiency Aids
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dehler Mfg. Co.
General Fireproofing Co.
HEDGES MFG. CO.
Herring-Hall-Marvin Safe Co.
INVINCIBLE METAL FURNITURE CO.
National Office Specialty Co.
Shaw-Walker Co.

Weis

CARD CABINETS



Precision made from cold rolled steel. Beautifully finished in Gray or Green Baked Enamel. Rubber feet prevent marring and slipping. Drawers have wide follow blocks, attractive metal pulls and label holders. Can be easily stacked. All popular sizes. Single and two-drawer types. See illustrated Price List.

Also available in Agate finished fibre board.

THE WEIS MANUFACTURING CO.
Weis Square
MONROE, MICHIGAN

VICTOR SAFE & EQUIPMENT CO., INC.
Visirecord, Inc.
Yawman and Ebre Mfg. Co.

Files (Card Index, Tray, Wood)

AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Decatur Industries, Inc.
Globe-Wernicke Co.
Imperial Methods Co.
Jaybee Tray Co., Inc.
Premier Supply Corp.
WEIS MFG. CO.

Files (Check, Metal)

ABBOTT COIN COUNTER CO.
ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLUMBIA STEEL EQUIPMENT CORP.
CORRY-JAMESTOWN MFG. CORP.
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
KEYSTONE STEEL EQUIPMENT CO., INC.
Le Febure Corp.
Metalstand Co.
Metal Office Furniture Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VANPE, INC.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Check, Wood)

Globe-Wernicke Co.
Regal & Wade Mfg., Inc. (Personal)

Files (Combination, Filing and Storage)

ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO.
Challenger Steel Products Corp.
Dorset Steel Equipment Co.
Futuramic Steel Products Co.
General Fireproofing Co.
Hillside Metal Products, Inc.
Home-O-Nize Co.
KEYSTONE STEEL EQUIPMENT CO.
Shaw-Walker Co.
WESTERN MFG. CO.

Files (Combination, Letter and Card)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
BERGER MFG. DIV.
Cardinal Sales, Inc.
COLUMBIA STEEL EQUIPMENT CO.
General Fireproofing Co.
Globe-Wernicke Co.
Hillside Metal Products, Inc.
Home-O-Nize Co.
Lyon Metal Products, Inc.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

Files (Counter Height)

(See Counter Height Equipment)

Files (Cut, Electrotype)

Angle Steel, Inc.
Automatic File & Index Co.
General Fireproofing Co.
Hamilton Mfg. Co.
Shaw-Walker Co.
WEIS MFG. CO.

Files (Deposit Ticket)

ABBOTT COIN COUNTER CO.
Automatic File & Index Co.
BROWNE-MORSE CO.
COOKE & COBB CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
INVINCIBLE METAL FURNITURE CO.
Josephson Mfg. Corp.
Kay-Dee Co., The
Keystone Envelope Co.
Le Febure Corp.
National Fiberstok Envelope Co.
NU-CRAFT PRODUCTS CO.
Remington Rand Inc.
SMEAD MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Files (Desk, Bottom Drawer)

Advance Industries
ADVANCO PRODUCTS
Automatic File & Index Co.
FARBER, LOUIS H., CO.
General Fireproofing Co.
Goodfrend Metal Products Co.
GUIDE SYSTEM & SUPPLY CO.
Hillside Metal Products, Inc.
Home-O-Nize Co.
INVINCIBLE METAL FURNITURE CO.
LIT-NING PRODUCTS CO.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Shaw-Walker
STEEL PARTS MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.
Visirecord, Inc.
Yawman and Erbe Mfg. Co.

Files (Desk Organizer)

(See Work Organizers)

Files (Desk-Side, Portable, Metal)

AMBERG FILE & INDEX CO.
Automatic File & Index Co.
Business Efficiency Aids
Cadillac Office Equipment
COLE STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
FARBER, LOUIS H., CO.
Futuramic Steel Products Corp.
Geller, J. R.
General Fireproofing Co.
GUIDE SYSTEM & SUPPLY CO.
Home-O-Nize Co.
LIT-NING PRODUCTS CO.
Northwest Metal Products Co.
OXFORD FILING SUPPLY CO.
Shaw-Walker Co.
STEEL PARTS MFG. CO.
Visirecord, Inc.
WEIS MFG. CO.
Welham Metal Products Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Desk-Side, Portable, Wood)

Imperial Methods Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
WEIS MFG. CO.

Files (Document, Fiberboard)

AMBERG FILE & INDEX CO.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
Osco Stationery Co.
National Fiberstok Envelope Co.
WEIS MFG. CO.

Files (Document, Steel)

ALL-STEEL EQUIPMENT INC.
AMBERG FILE & INDEX CO.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
INVINCIBLE METAL FURNITURE CO.
Le Febure Corp.
Metal Office Furniture Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Expanding Pocket)

American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Barkin Expanding Envelope Co., Inc.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Globe-Wernicke Co.
Hyman, L., & Sons
Jewell & Co.
Josephson Mfg. Corp.
Keystone Envelope Co.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
POLAR MFG. CO.
QUALITY PARK ENVELOPE CO.
Regal & Wade Mfg., Inc.
Sell Corp.
SMEAD MFG. CO.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Files (Fingerprint)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.

SP's STEEL-PARTS

Family of Time and Money Saving OFFICE APPLIANCES!

Durable All-Steel Construction

Waste Baskets • Desk Trays • Desk File Cabinets
Desk Sorters • Utility Tables • Typewriter Tables
Portable File Cabinets • File Stools
File Frames for Hanging Folders

Write for prices and catalog sheets showing S-P's entire line of time and money saving office appliances.

SP STEEL-PARTS MANUFACTURING CO.
A Division of Blackstone Manufacturing Co., Inc.
4630 W. Harrison Street • Chicago 44, Illinois

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for the company's copy of OFFICE APPLIANCES

If it takes weeks for the "hand-me-down" issue to circulate through your firm, why not have a personal copy?

• You can have OFFICE APPLIANCES sent either to your home or to your personal attention at the office. It's the only way to keep in touch with industry developments *when they happen.*

• **Three years $7.00**
• **Two years $5.00**
• **One year $3.00**

ART STEEL SALES CORP.
Automatic File & Index Co.
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Fireproof)

(See Files, Insulated)

Files (Hanging Folder)

Advance Industries
ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
Business Efficiency Aids
COLE STEEL EQUIPMENT CO.
Dash Metal Products Co.
FARBER, LOUIS H., CO.
GUIDE SYSTEM & SUPPLY CO.
Home-O-Nize Co.
LIT-NING PRODUCTS CO.
Marshallan Mfg. Co.
OXFORD FILING SUPPLY CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
WEIS MFG. CO.

Files (Hanging Hook)

Grey Iron Casting Co.
Meyers, Fred L., Mfg. Co.
Redigraph, Inc.
Weeks, Frank A., Mfg. Co.
Worcester Wire Novelty Co.
Wrightsville Hardware Co.

Files (High Line)

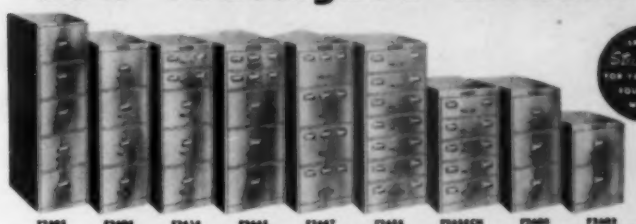
ART METAL CONSTRUCTION CO.
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
PEERLESS STEEL EQUIPMENT CO.
Watson Mfg. Co.

Steelmaster
ART STEEL SALES CO. NEW YORK, U.S.A.

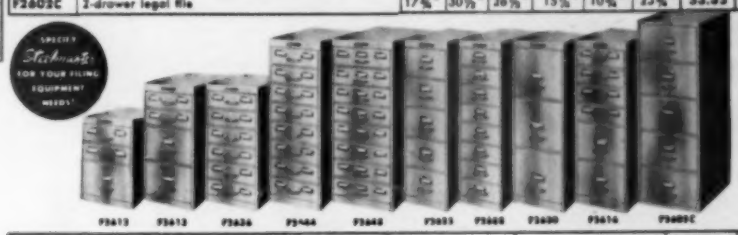
file for every filing requirement

new—redesigned—modern

GRADE "A" SERVICE AT GRADE "C" PRICES



NO.	DESCRIPTION	OUTSIDE DIMENSIONS Width	Height	Depth	INSIDE DRAWER DIMENSIONS Width	Height	Depth	PRICE	PRICE WITH LOCK
F2603	5-drawer letter file	14⅝"	58½"	26½"	12¼"	10⅝"	25⅝"	80.85	$ 94.60
F2604	4-drawer letter file	14⅝"	52"	26½"	12¼"	10⅝"	25⅝"	57.75	69.85
F2604C	4-drawer legal file	17⅝"	52"	26½"	15¼"	10⅝"	25⅝"	68.75	80.85
F2614	3 letter-size drawers and 2 double compartmented drawers for 3x5 or 4x6	14⅝"	52"	26½"	12¼"	10⅝"	25⅝"	74.35	88.00
F2645	3 legal size drawers with 2 triple compartment drawers for 3x5 or 2 double compartments for 4x6	17⅝"	52"	26½"	15¼"	10⅝"	25⅝"	85.25	99.00
F2647	4-drawer Document File	17⅝"	52"	26½"	15¼"	10⅝"	25⅝"	91.85	103.95
F2658	7-drawer card file for 3x8	19"	52"	26½"	16½"	5½"	25⅝"	118.25	134.75
F2658CH	5-drawer card file counter-height for 3x8	19"	40"	26½"	16½"	5½"	25⅝"	87.45	101.20
F2600KS	Knee-space unit counter-height with drawer	24"	40"	26½"	21⅝"	4½"	25⅝"	53.35	58.85
F2603	3-drawer letter file	14⅝"	40"	26½"	12¼"	10⅝"	25⅝"	53.35	64.35
F2603C	3-drawer legal file	17⅝"	40"	26½"	15¼"	10⅝"	25⅝"	61.60	72.60
F2602	2-drawer letter file	14⅝"	30½"	26½"	12¼"	10⅝"	25⅝"	47.85	57.75
F2602C	2-drawer legal file	17⅝"	30½"	26½"	15¼"	10⅝"	25⅝"	53.35	63.25



NO.	DESCRIPTION	OUTSIDE DIMENSIONS Width	Height	Depth	INSIDE DRAWER DIMENSIONS Width	Height	Depth	PRICE	PRICE WITH LOCK
F2612	1 letter drawer & 2 card drawers for 3x5 or 4x6	14⅝"	30½"	26½"	12¼"	10⅝"	25⅝"	$ 66.35	$ 74.25
F2613	2 letter drawers & 2 card drawers for 3x5 or 4x6	14⅝"	40"	26½"	12¼"	10⅝"	25⅝"	69.85	80.85
F2636	6-drawer card file for 3x5 or 4x6	14⅝"	40"	26½"	12¼"	4⅝"	25⅝"	91.85	105.60
F2644	8-drawer card file for 3x5 or 4x6	14⅝"	52"	26½"	12¼"	4⅝"	25⅝"	118.25	135.85
F2648	8-drawer card file for 3x5	17⅝"	52"	26½"	15¼"	4⅝"	25⅝"	141.35	158.95
F2655	5-drawer invoice file	12⅝"	52"	26½"	10¼"	8¼"	25⅝"	80.85	96.60
F2688	8-drawer check and voucher file	12⅝"	52"	26½"	10¼"	4⅝"	25⅝"	118.25	133.85
F2630	3-drawer ledger and small X-ray file	14⅝"	52"	26½"	12¼"	14½"	25⅝"	91.85	102.85
F2616	2 letter-size drawers and 4 double compartmented drawers for 3x5 or 4x6	14⅝"	52"	26½"	12¼"	10⅝"	25⅝"	98.75	106.15
F2605C	5-drawer legal file	17⅝"	58½"	26½"	15¼"	10⅝"	25⅝"	91.85	105.60

(IF LOCKS WISHED SPECIFY "L" AFTER ITEM NUMBER)
a hang bar bracket for hang folder filing—optional $1.75 per drawer.

Full-depth wide workable drawers — equipped with heavy-duty progressive suspension—2 ball bearing rollers—2 case hardened rollers (one floating). This series is available in 2, 3, 4 and 5-drawer units.

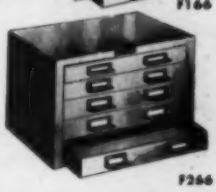
BLUE PRINT - BUILD UP-AS-YOU-ALONG CABINET SYSTEM

A grade "A" unit, full width drawers—back hooded and shielded—full depth—full height—modern easy grip hardware. Strong frame electric welded construction on which speed bearings carry drawers in perfect working condition.

EXPLODED VIEW

ITEM NO.	DESCRIPTION	OUTSIDE DIMENSIONS HEIGHT	WIDTH	DEPTH	PRICE
F4226T	Top	⅞"	42"	26½"	$17.50
F4223D	3 Drawer Plan Unit	10¾"	42"	26½"	70.00
F4226D	6 Drawer Plan Unit	20½"	42"	26½"	126.50
	(Inside Drawer Dim.)	2⅛"	39½"	25⅝"	
F4226B	Base	7¼"	42"	26½"	22.00

junior print cabinet



ITEM NO.	DESCRIPTION	DIMENSIONS H	W	D	LIST PRICE
F1624	Jr. Blue Print Cabinet	36½"	24"	16"	$54.95
F166	Jr. Law Blank (Singles)	11⅜"	10⅛"	16"	12.50
F266	Sr. Law Blank (Doubles)	11⅜"	19"	16"	19.95
BD	Base (not ill.)				6.25

F.O.B. N. Y. All Prices Higher on West Coast

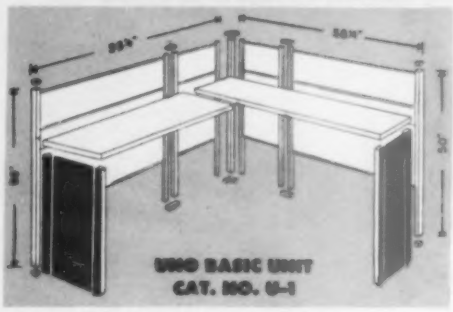
AVAILABLE IN *Futura Grey* OR *Steelmaster* STANDARD GREEN

Order by Catalog Number
LITERATURE AVAILABLE

art steel sales corp. new york 63 n. y., u. s. a.

Steelmaster
ART STEEL SALES CO. NEW YORK, U.S.A.

the lowest price desk office system in America today!



BASIC DESK-OFFICE-SYSTEM

Consists of 2 desk tops (UDT-1 & UDT-2), 4 partitions (UPA-1 & UPA-2), 3 side panels (UPE-1), 10 caps (4 UC-1, 4 UC-2, and 2 UC-3).Unit shipped knocked down. Easily assembled.

this complete Steelmaster private office

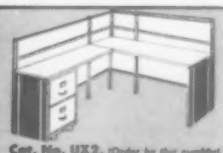
is yours for only $98.50

Design your own special combination for your individual needs. Start with Basic Unit Catalog No. U-1 and **BUILD-UP-AS-YOU-GO-ALONG.**

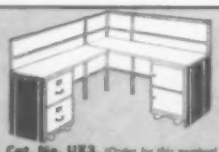
AMERICA'S LOWEST PRICE Steelmaster UNO-ALL-IN-ONE DESK-OFFICE-SYSTEM

Cat. No.	Description	OUTSIDE DIMEN. H.	W.	D.	Ship. Wt.	Price
U-1	Uno Basic Desk Office	30½"	58¼"	18"	150 lbs.	$98.50

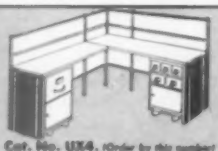
any of these specialized tailor-made individualized private offices can be yours for the ordering . . .



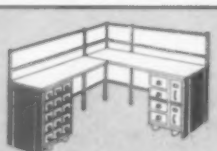
Cat. No. UX2. (Order by this number) Consists of Basic Unit U-1 (see above), and U-30 $131.00
Cat. No. UX2C Same as above except legal drawers $135.00



Cat. No. UX3. (Order by this number) Consists of Basic Unit U-1 (see above), U-30 and U-32 $163.50
Cat. No. UX3C Same as above except legal drawers and jumbo storage $171.50



Cat. No. UX4. (Order by this number) Consists of Basic Unit U-1 (see above), and U-31 and U-35 $174.60
Cat. No. UX4C Same as above except legal file drawer $178.60



Cat. No. UX5. (Order by this number) Consists of Basic Unit U-1 (see above), and U-37 and U-44 $213.40

Cat. No. UX6. (Order by this number) Consists of Basic Unit U-1 (see above), and U-34 and U-36 $178.40

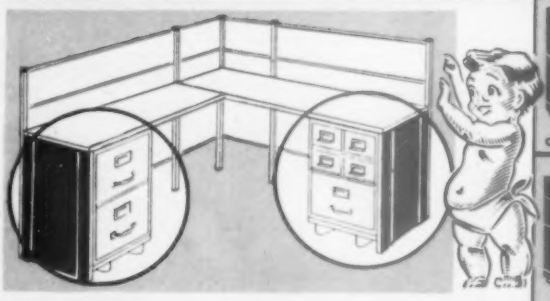
Cat. No. UX7. (Order by this number) Consists of Basic Unit U-1 (see above), and U-39 and U-42 $202.60

Cat. No. UX8. (Order by this number) Consists of Basic Unit U-1 (see above), and U-38 and U-32 $198.50

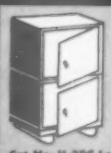
Cat. No. UX9. (Order by this number) Consists of Basic Unit U-1 (see above), and U-31 and U-40 $189.95

Cat. No. UX10. (Order by this number) Consists of Basic Unit U-1 (see above), and U-41 and U-43 $192.60

THESE Steelmaster UNO UNITS GIVE YOU THE GREATEST FUNCTIONAL SERVICE AT EXTREMELY LOW PRICES. BUILD UP YOUR OWN PRIVATE OFFICE

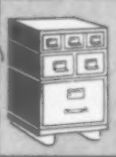


Cat No. U-31 Consists of One F3000 One F3000S One base (UB-2) $32.50
Cat No. U-31C Legal Size $36.50



Cat. No. U-32 Consists of Two F3000S One base (UB-2) $32.50
Cat No. U-32C Legal Size $36.50

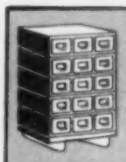
Cat No. U-33 Consists of Two F3462 One F3000 One base (UB-2) $34.40



Cat No. U-34 Consists of One F3353 One F3582 One F3000C One base (UB-2C) $43.60

Cat No. U-35 Consists of One F3353 One F3582 One F3000SC One base (UB-2C) $43.60

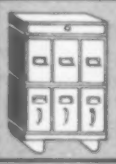
Cat No. U-36 Consists of Four F3462 One base (UB-2) $36.30



Cat No. U-37 Consists of Five F3353 One base (UB-1C) $67.50

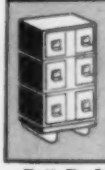
Cat No. U-38 Consists of Three F3264 One base (UB-2) $67.50

Cat No. U-39 Consists of One shelf Two F3296 One base (UB-2) $33.40



Cat No. U-40 Consists of One shelf One F3385 One F3853 One base (UB-2C) $58.95

Cat No. U-41 Consists of One shelf One F3296 One F3000 One base (UB-1) $46.70



Cat No. U-42 Consists of Three F3264 One base (UB-2) $50.70

Cat No. U-43 Consists of Two F3853 One base (UB-1C) $47.40

Cat No. U-44 Consists of Two F3854 One base (UB-1C) $47.40

Cat. No. U-45 Consists of One F3012 One F3000 One base (UB-2) $32.50

Cat. No. U-46 Consists of One F3012 One F3000S One base (UB-2) $32.50

F.O.B. N.Y. All Prices Higher on West Coast

AVAILABLE IN *Futura Grey* OR Steelmaster STANDARD GREEN

Order by Catalog Number
Literature available

art steel sales corp. new york 63 n. y., u. s. a.

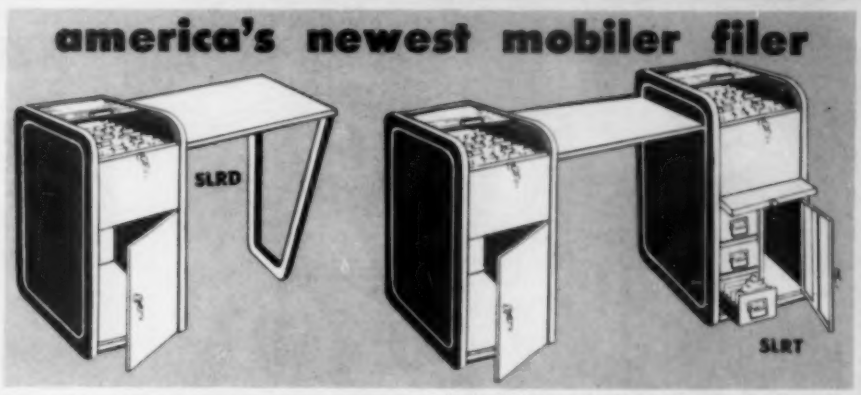
Steelmaster
ART STEEL SALES CORP. NEW YORK, N.Y.

streamliner rollerway

Patented #166860

SLR-4 (Illus.)

america's newest mobiler filer



Special desk which permanently adheres to any of the two units selected (as ill.). Made of best grade furniture steel. Desk sets 28" above floor and is 18" deep and 22" wide.

Desk which permanently attaches to unit selected (as ill.). Desk shipped k.d.—easy assembled. Made of best grade furniture steel. Overall height from floor 28"—depth 18"—width 22". When set up, casters to be removed.

YOU CAN NOW MAKE YOUR OWN DESK COMBINATION

TOP SECTION OF ALL UNITS PROTECTED BY LOCK AND KEY

SLR-1

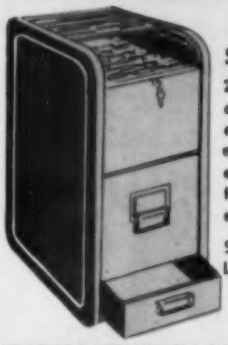
Letter drawer and spacious storage compartment. Can be equipped for hang folder filing if desired at small extra cost. **$42.95**

SLR-1C—
Legal Size $47.95

BASIC DIMENSIONS ALL UNITS

Letter (SLR-1, SLR-2, SLR-3, SLR-4, SLR-5, SLR-6)
33¼" high x 15⅜" wide x 22" deep

Legal (SLR-1C, SLR-2C, SLR-3C, SLR-5C, SLR-6C)
33¼" high x 18⅜" wide x 22" deep



SLR-2

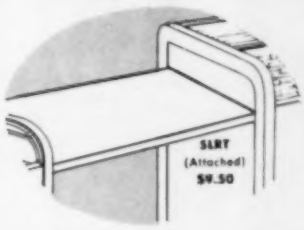
2 correspondence letter drawers and 1 utility drawer for supplies, etc. (as illus.). Can be equipped for hang folder filing at small extra cost. **$44.95**

SLR-2C—
Legal Size $49.95

SLR-3

1 letter section, 1 card section (cap. 3000 cards) for 3x5 or 4x6 cards, and 1 spacious storage section. Can be equipped for hang folder filing if desired at small extra cost.

$46.95



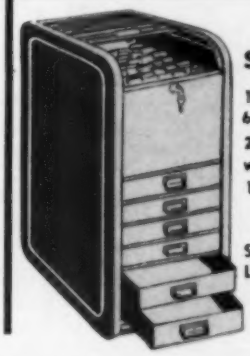
SLR-3C

1 legal section, 3 3x5 card section (cap. 4500 cards) and 1 jumbo storage section. Can be equipped for hang folder filing if desired at small extra cost.

$51.95

SLR-4

1 letter drawer, 1 working shelf, 3 3x5 vertical card drawers —cap. 4500 cards, and 1 storage compartment under lock and key. Can be equipped for hang folder filing if desired at small extra cost. **$52.50**



SLR-5

1 letter drawer and 6 utility drawers each 2⅜" high x 15¾" wide. All 6 drawers 15¾" deep.

$52.50

SLR-5C
Legal Size $57.50

SLR-6

Letter drawer and jumbo safety compartment vault protected by your own individual combination lock. Can be equipped for hang folder filing if desired at small extra cost.

$45.95

SLR-6C
Legal Size $50.95

F.O.B. N. Y. All Prices Higher on West Coast

AVAILABLE IN *Futura Grey* OR *Steelmaster* STANDARD GREEN

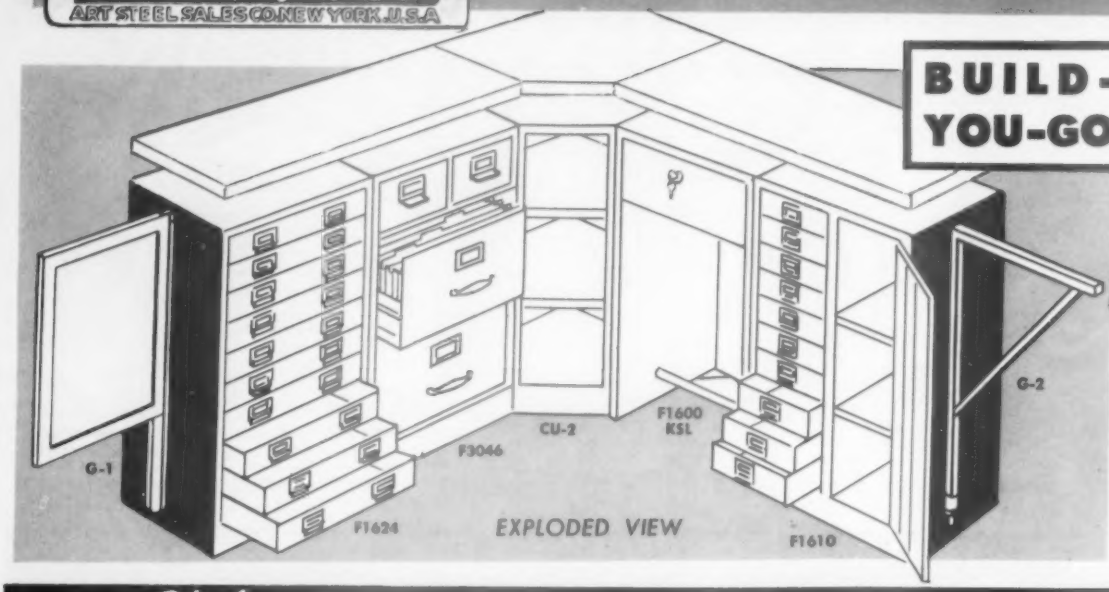
Order by Catalog Number
LITERATURE AVAILABLE

art steel sales corp. new york 63 n. y., u. s. a.

Steelmaster
ART STEEL SALES CO. NEW YORK, U.S.A.

universal counter installations

BUILD-UP-AS YOU-GO-ALONG



THESE Steelmaster UNITS GIVE YOU THE GREATEST FUNCTIONAL SERVICE AT EXTREMELY LOW PRICES. BUILD UP YOUR OWN COUNTER INSTALLATIONS

CU-1 $21.95	CU-2 $21.95	G-1 $30.00	G-2 $45.00	TCH1
F 1600 $32.95	F 1600 KSL $32.95	F 1600 OS $21.95	F 1609 $27.45	F 1610 $43.95
F 1611 $53.95	F 1612 $43.95	F 1620 $46.75	F 1621 $56.75	F 1624 $54.95
F 1625 $64.95	F 1630 $71.50	F 1631 $86.50	Card Cabinets specialized uses SF3462 $43.50	Card Cabinets specialized uses F3046 $37.45

F.O.B. N.Y. All Prices Higher on West Coast

AVAILABLE IN *Futura Grey* OR Steelmaster STANDARD GREEN.

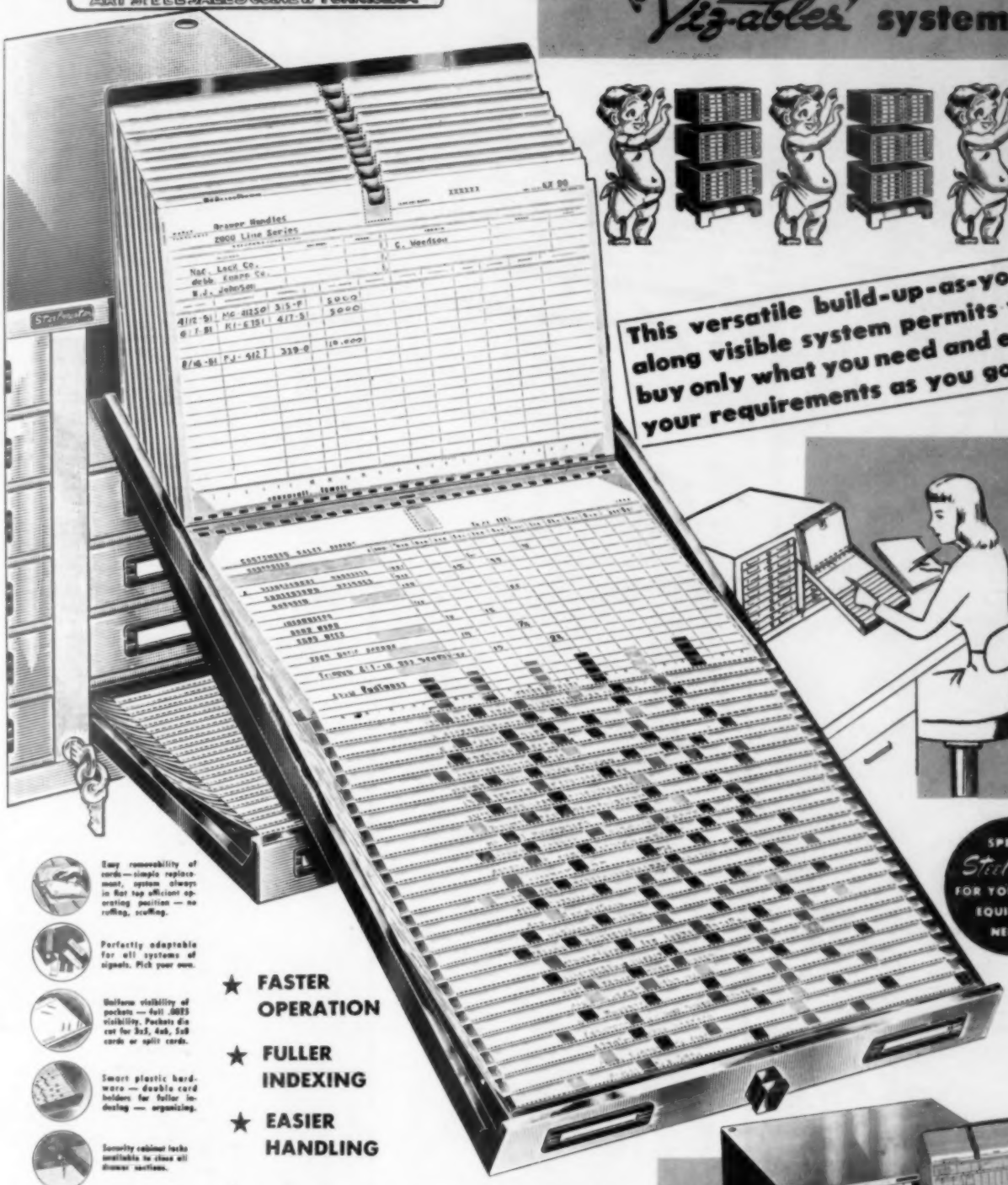
Order by Catalog Number
Literature available

art steel sales corp. new york 63 n. y., u. s. a.

Steelmaster
ART STEEL SALES CO. NEW YORK U.S.A.

america's lowest cost 'Viz-ables' system

This versatile build-up-as-you-go-along visible system permits you to buy only what you need and expand your requirements as you go along.



SPECIFY Steelmaster FOR YOUR FILING EQUIPMENT NEEDS!

Easy removability of cards — simple replacement, system always in flat top efficient operating position — no rolling, scuffing.

Perfectly adaptable for all systems of signals. Pick your own.

Uniform visibility of pockets — full .0025 visibility. Pockets die cut for 3x5, 4x6, 5x8 cards or split cards.

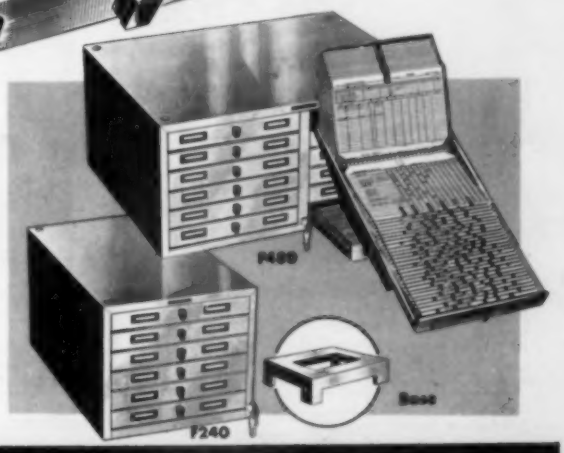
Smart plastic hardware — double card holders for fuller indexing — organizing.

Security cabinet locks available to close all drawer sections.

★ **FASTER OPERATION**

★ **FULLER INDEXING**

★ **EASIER HANDLING**



THE FUTURA "VIZ-ABLES"

ITEM NO.	DESCRIPTION	DRAWER SECTIONS	FOR CARD SIZE	CARD CAPACITY	DIMENSIONS H.	W.	D.	PRICE
F240	● Single Cabinet Futura "Viz-ables" Complete 240 pockets	6	5 x 8	240 on. side 480 front & back	9"	10¼"	16"	34.95
F480	● ● Double Cabinet Futura "Viz-ables" Complete 480 pockets	12	5 x 8	480 on. side 960 front & back	9"	20"	16"	68.50
	Pocket Capacity Per Drawer—40		Inside drawer dimensions		7⅛"	9"	13⅝"	
VB	Sanitary Base for F240				15"	10¼"	16"	8.25
DVB	Sanitary Base for F480				15"	20"	16"	12.50

IF PLUNGER LOCK WISHED, ADD $7.50 AND ADD "L" AFTER CATALOG ITEM NUMBER

Available in *Futura Grey* OR *Steelmaster* Standard green

F.O.B. N. Y. All Prices Higher on West Coast

art steel sales corp. new york 63 n. y., u. s. a.

SAF•4 (Illus.)

"safer-at-home" equipment means "peace-of-mind" for you!

ONLY YOU KNOW • YOUR • OWN

SECRET • COMBINATION

Steelmaster

Secret safety vault compartment—double walled for additional security, and vault door double walled protected by your individual combination lock. Only you know your own secret combination.

protection against pilferage

SUPRE-SECURITY FILING EQUIPMENT

Steelmaster "Safer-At-Home" filing equipment with safer-compartment strategically integrated in 3rd drawer — to provide greater safety for those "valuable" and important documents.

Top value, top grade, full suspension, top performance, *Steelmaster's* superior filing cabinet construction—to give you top efficiency in filing your business correspondence. Original design by Futura—precision made to exacting specifications by *Steelmaster*. Tested and proved...used by many thousands of satisfied buyers.

AVAILABLE IN 2 and 3 DRAWER (see chart below)

ITEM NO.	DESCRIPTION	OUTSIDE DIMENSIONS Width	Height	Depth	INSIDE DIMENSIONS Width	Height	Depth	PRICE	PRICE WITH LOCK
SAF•4	4 Section Safety File (Letter Size)	14⅜"	52 "	26½"	SAFETY VAULT SEC.			$82.50	$96.25
SAF•4C	4 Section Safety File (Legal Size)	17¾"	52 "	26½"	Let. 12 "	10⅜"	23½"	93.50	107.25
SAF•3	3 Section Safety File (Letter Size)	14¾"	40 "	26½"	Leg. 15 "	10⅜"	23½"	72.60	83.60
SAF•3C	3 Section Safety File (Legal Size)	17¾"	40 "	26½"	DRAWER SECTION			82.50	93.50
SAF•2	2 Section Safety File (Letter Size)	14¾"	30½"	26½"	Let. 12¼"	10⅜"	25⅜"	60.50	70.40
SAF•2C	2 Section Safety File (Legal Size)	17¾"	30½"	26½"	Leg. 15¼"	10⅜"	25⅜"	71.50	81.40

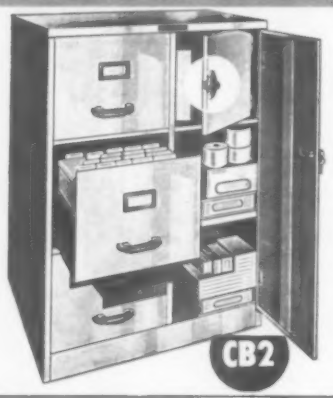
IF FILING CABINET PLUNGER LOCK WISHED, ADD "L" AFTER CATALOG NUMBER.

AVAILABLE IN *Futura Grey* OR *Steelmaster* STANDARD GREEN. INDICATE COLOR WISHED.

ONE MAN OFFICETTES

CB1

ITEM NO.	DESCRIPTION	Outside Dimensions H.	W.	D.	PRICE
CB1	LETTER	34"	27"	16"	$45.95
CB1C	LEGAL	34"	30"	16"	49.95



CB2

ITEM NO.	DESCRIPTION	Outside Dimensions H.	W.	D.	PRICE
CB2	LETTER	40"	27"	16"	$49.95
CB2C	LEGAL	40"	30"	16"	32.95

CB3

ITEM NO.	DESCRIPTION	Outside Dimensions H.	W.	D.	PRICE
CB3	LETTER	40"	27"	16"	$55.95

"GUARDALL" AA1

ITEM NO.	DESCRIPTION	Outside Dimensions H.	W.	D.	PRICE
AA1	"GUARDALL" (LETTER)	34"	30"	16"	$60.50
AA2	"GUARDALL" (LEGAL)	34"	33"	16"	68.75

"COMMANDO" AA3

ITEM NO.	DESCRIPTION	Outside Dimensions H.	W.	D.	PRICE
AA3	"COMMANDO" (LETTER)	34"	30"	16"	$65.45
AA4	"COMMANDO" (LEGAL)	34"	33"	16"	71.50

"PROTECTOR" (F2201) unette

ITEM NO.	DESCRIPTION	Outside Dimensions H.	W.	D.	PRICE
F2201	"PROTECTOR"	31"	18"	16"	$54.45

F.O.B. N. Y. All Prices Higher on West Coast

AVAILABLE IN *Futura Grey* OR *Steelmaster* STANDARD GREEN

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art steel sales corp. new york 63 n. y., u. s. a.

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FIREMASTER

INSULATED "One Hour"
FILES
PROTECTION of a SAFE with the CONVENIENCE of a FILE

Built like a safe to withstand heat and impact of falling walls and debris. Furnace tested and certified by the SMNA to protect against temperatures reaching 1700 degrees F.

BESTLINE Steel Files

A new, exclusive suspension feature for smoother operation. Fully loaded or empty drawer glides in and out at the touch of a finger. 2, 3, 4 and 5 drawer heights.

Literature available to authorized dealers.

THE VICTOR SAFE & EQUIPMENT CO., Inc.
NO. TONAWANDA, NEW YORK

Files (Insulated, Cabinet and Safe Combination)

GUARDSMAN SAFE CO.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
SCHWAB SAFE CO.
Shaw-Walker Co.
Tamml Safe & Vault Co.

Files (Insulated, Fire-Wall Type)

GUARDSMAN SAFE CO.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Lee, L. O'D.
MEILINK STEEL SAFE CO.
Remington Rand Inc.
SCHWAB SAFE CO.
Shaw-Walker Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Files (Invoice)

(See Files, Bill, Invoice)

Files (Ledger)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIV.
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Lee, L. O'D. (Insulated)
Morgan Metal Products Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

Files (Legal Blank, Fiberboard)

Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
Hoffman, L.
Osco Stationery Co.

Files (Legal Blank, Metal)

All Purpose Metal Equipment Corp.
ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Geller, J. R.
General Fireproofing Co.
Globe-Wernicke Co.
Hart, Harold D., Co.
INVINCIBLE METAL FURNITURE CO.
LIT-NING PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Watson Mfg Co.
WEIS MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Legal Blank, Wood)

Globe-Wernicke Co.
Imperial Methods Co.
WEIS MFG. CO.

Files (Letter and Legal, Steel)

ALL-STEEL EQUIPMENT INC.
Arnot and Co., Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLE STEEL EQUIPMENT CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.

LEGAL AND LETTER SIZE VICTOR
FIRE DRAWER

INSULATED like a safe...
WITH THE CONVENIENCE of a DESK DRAWER

An effective and convenient record protection unit. Protects papers in use at the point of use. Certified to withstand heat reaching 1700° F. for at least one hour. Available with or without base. For use in business or the home.

Sold only through dealers — write for information.

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N. TONAWANDA, NEW YORK

Dorset Steel Equipment Co.
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Geller, J. R.
General Fireproofing Co.
Globe-Wernicke Co.
GUARDSMAN SAFE CO.
Hall's Safe Co., Inc.
Harrison Steel Cabinet Co.
HEDGES MFG. CO.
Herring-Hall-Marvin Safe Co.
Hillside Metal Products, Inc.
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INVINCIBLE METAL FURNITURE CO.
KEYSTONE STEEL EQUIPMENT CO., INC.
Lexington Metal Products, Inc.
Lyon Metal Products, Inc.
MAYFAIR CO.
Metalstand Co.
Metal Office Furniture Co.
Morgan Metal Products Co.
Northwest Metal Products Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
ROCKWELL-BARNES CO.
ST. MARKS METAL PRODUCTS, INC.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Sherman-Manson Corp.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Welham Metal Products Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Letter and Legal, Wood)

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Arnot and Co., Inc.
Globe-Wernicke Co., The
Hiebert's, C., Cabinet & Fixture Co.
Leonard's
Merchants Box Co.
Miller, Herman, Furniture Co.
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SELL
ASF VERTICAL FILES for OFFSET PLATES

THE C JUMBO MODEL
(26½" wide, 28" deep and 52" high) is a two drawer ball-bearing suspension unit of extra heavy gauge steel.
Designed for the larger offset plates up to 21" wide the C Jumbo also solves the problem of filing large stencils, blueprints, x-rays, swatches, newspapers and other large sheets. Capacity 700 hangers.
ATLAS HANGERS
DSH Hangers (11½" wide) for stencils
SH Hangers (11½" and 22" wide) for offset plates
PSC Hangers (11½" and 22" wide) for x-rays, blue prints, offset plates, stencils in file folders, etc.
GRIPDEX Hangers (11½" and 22" wide) for group and specialty filing.
ATLAS STENCIL FILES CORP.
1662 EAST 118TH STREET
CLEVELAND 6, OHIO

Mayfair
OFFICE EQUIPMENT and ACCESSORIES

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Desks—Chairs
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General Fireproofing Co.
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Recordak Corp.
Remington Rand Inc.
Steel Furniture Mfg. Co.
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Files (Newspaper)

(See Racks, Newspaper)

Files (Offset Plate)

Addressograph-Multigraph Corp.
ART METAL CONSTRUCTION CO.
ATLAS STENCIL FILES CO.
Mim-E-O Stencil Files Co.
Top Flight Products Co., Inc.

Files (Personal, Fiberboard)

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Ehlbert Products
Globe-Wernicke Co.
National Fiberstok Envelope Co.
WEIS MFG. CO.
WILSON JONES CO.

Files (Personal, Metal)

AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
CORRY-JAMESTOWN MFG. CORP.
Currier Mfg. Co.
Geller, J. R.
Goodfrend Metal Products Co.
Hamilton Metal Products Co.
HEDGES MFG. CO.
Home-O-Nize Co.
INVINCIBLE METAL FURNITURE CO.
Lennox Metal Mfg. Co.
Lexington Metal Products, Inc.
Maso Steel Products
MAYFAIR CO.
MEILINK STEEL SAFE CO. (INSULATED)
Merriam Mfg. Co.
PEERLESS STEEL EQUIPMENT CO.
Top Flight Products Co., Inc.
WEIS MFG. CO.

Files (Photo, Negative)

AMBERG FILE & INDEX CO.
ATLAS STENCIL FILES CO.
Eastman Kodak Co.
Shaw-Walker Co.

Files (Roll Film)

ATLAS STENCIL FILES CO.

Files (Rotary, Desk Top)

Diebold, Inc.
Geller, J. R.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Joyce Mfg. Corp.
Kinetic Novelty Co., Inc.
Rotodex Co.
Stellar Tool & Mfg. Co., Inc.
WHEELDEX MFG. CO., INC.
Zephyr American Corp.

Files (Rotary, Floor Model)

Business Efficiency Aids
Diebold, Inc.
Ferris Business Equipment, Inc.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Karns Corp.
MOSLER SAFE CO.
Simpla Research and Mfg. Co., Inc.
Wassell Organization, Inc.
WHEELDEX MFG. CO., INC.
Zephyr American Corp.

Files (Sectional)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIV.
COLE STEEL EQUIPMENT CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.

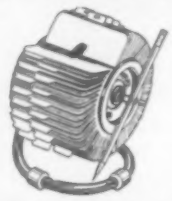
when you see a **bold face** listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index on page 4.

use the ads... they are written to help you in your *buying*.

WHEELDEX Portables
11 PROFITABLE UNITS
from $14.95 to $96.00



WHEELDEX CUB
carries 1,000 cards, sells for $14.95 and is typical of the 11 Portable units.

Write for Liberal Dealer terms on these Fair Trade Products

WHEELDEX
MANUFACTURING CO., INC.
40 BANK STREET
WHITE PLAINS, N. Y.
Phone: White Plains 6-6800

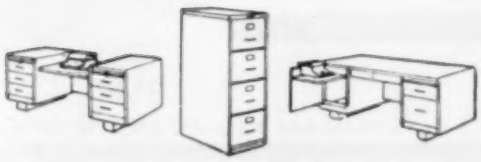
A Suspension *You Know is Good!*

Want to know why Steel Age Grade A Files last so long, perform so well and sell so readily? Then take a look at the suspension that's the working heart of every Steel Age file and you'll find one big answer.

For this quality suspension was constructed by Steel Age craftsmen for easier, longer-lasting operation. You'll find that a fully-loaded Steel Age file drawer can be opened with just a slight touch.

What's more this sturdy Steel Age suspension will *keep on* working smoothly for years after others have failed. We've proved this in actual laboratory tests. Steel Age suspensions have endured over 500,000 drawer openings and closings without failure. ● Is it any wonder office furniture dealers everywhere say, "Sell Steel Age and you sell the finest in steel office furniture!"

CORRY-JAMESTOWN MANUFACTURING CORP.
Corry, Penna.



Steel Age

STORAGE CABINET

"Solves the Storage Problem"

AVAILABLE IN 72" AND 78" HEIGHTS AND 18" AND 24" DEPTHS 35" WIDTH.

COMBINATION

FAMOUS

SPACE SAVERS

STORAGE CABINETS FOR EVERY PURPOSE

NON SUSPENSION TYPE

FULL SUSPENSION TYPE

Depth 28"

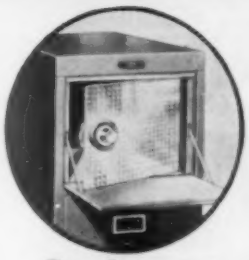
Depth 25½"

CATALOG AND PRICE LIST UPON REQUEST DEPT. A-9

KEYSTONE STEEL EQUIPMENT COMPANY, INC.
1914 S. WATER ST., PHILA. 48, PA.

IN FILES..

IN FURNITURE..



Exclusive!

Concealed Safe Unit is a patented feature available only to INVINCIBLE users because only INVINCIBLE has it! It offers security for valuables and papers in home or office.

ASK INVINCIBLE

In files or furniture — ask to see the INVINCIBLE line. See how modern design, plus knowledge of practical office procedure have been combined to give maximum office efficiency — more comfort in business living. You can meet the most exacting furniture requirement from INVINCIBLE's *complete* "Modernaire" line. Investigate INVINCIBLE — for immediate needs — for long range profit planning. No obligation.

INVINCIBLE

METAL FURNITURE CO., MANITOWOC, WIS.

STEEL FILING CASES

Sturdy, smooth operating, built to last for years. Provide all wanted features. Wide variety of styles, sizes and colors.

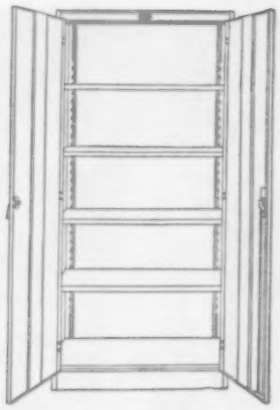
Designed ...Built **FOR EFFICIENCY FOR LONG LIFE**

For many years Berger Steel Office Equipment has been the choice of leading business establishments of every type—because it combines utmost efficiency, unsurpassed durability, attractive appearance and low cost. Expert design, sound engineering, careful craftsmanship and skillful fabrication produce equipment that satisfies the most exacting users.

Write us for catalogs:

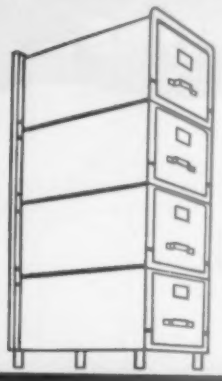
Steel Desks and Tables • Steel Filing Cabinets • Storage Cabinets • Book Shelf Units • Transfer Cases • Lockers • Shelving • Shop Equipment.

BERGER STEEL OFFICE EQUIPMENT



STEEL STORAGE CABINETS

Unlimited use in offices, shops, stores, hospitals, schools. Sturdy, strong. Various sizes, styles and finishes.



STEEL TRANSFER CASES

Safe, economical storage for inactive records. Heavy channel frame construction permits high stacking and saves space.

NEW 5000 SERIES DESKS

Completely new design and construction. Interchangeable tops, pedestals, drawers. Wonderful new "eye-comfort" tops. New 29½" height.

NEW 5000 SERIES TABLES

Perfect matching companion units for Berger Desks. New advanced design; eye-comfort top. The last word in office furniture.

BERGER MANUFACTURING DIVISION • REPUBLIC STEEL CORPORATION, CANTON 5, OHIO

Files (Sectional)

(Continued from page 118)

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PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
STACOR EQUIPMENT CO.
Top Flight Products Co., Inc.
Watson Mfg. Co., Inc.

Files (Single Drawer, Letter and Legal)

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COLE STEEL EQUIPMENT CO., INC.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Geller, J. R.
Globe-Wernicke Co.
Hillside Metal Products, Inc.
Morgan Metal Products Co.
Northwest Metal Products Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
ST. MARKS METAL PRODUCTS, INC.
Shaw-Walker Co.
Sherman-Manson Corp.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
WEIS MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Stencil, Addressing Machine)

Addressograph-Multigraph Corp.
All-Purpose Metal Equipment Corp.
American Expansion Bolt & Mfg. Co.
Angle Steel, Inc.
CORRY-JAMESTOWN MFG. CORP.
Dashew Business Machines, Inc.

SELL **ASF** VERTICAL FILES for OFFSET PLATES

THE **DELUXE** MODEL

(13" wide, 26" deep, 25" high) of heavy gauge steel with ball-bearing casters, locking stop arms, piano hinge and separate hanger frame. For 300 offset plates, x-rays, blueprints, etc., or 500 stencils.

ATLAS HANGERS

DSH Hangers (11½" wide) for stencils
SH Hangers (11½" and 22" wide) for offset plates
PSC Hangers (11½" and 22" wide) for x-rays, blue prints, offset plates, stencils in file folders, etc.
GRIPDEX Hangers (11½" and 22" wide) for group and specialty filing.

ATLAS STENCIL FILES CORP.
1662 EAST 118TH STREET
CLEVELAND 6, OHIO

Files (Stencil, Duplicator, Book Type)

American Writing Ink Co., Inc.
Crystal Copy Corp.
Diebold, Inc. (Tray)
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
HEYER CORP.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Ronnie Products, Inc.
SHALLCROSS CO.
Speed-O-Print Corp.
Technygraph Co.

Files (Stencil, Duplicator, Cabinet)

ATLAS STENCIL FILES CO.
Home-O-Nize Co.
Mim-E-O Stencil Files Co.
Speed-O-Print Corp.

Files (Stencil, Oil Board)

Diagraph-Bradley Industries, Inc.
Ideal Stencil Machine Co.
Marsh Stencil Machine Co.
Matthews, James H., & Co.

Files (Stick-Spindle)

Grey Iron Casting Co.
HEDGES MFG. CO.
I.D.L. MFG. & SALES CORP.
METAL SPECIALTIES MFG. CO.
Meyers, Fred L., Mfg. Co.
Modern Desk Pad Mfg. Co.
Pengad Mfg. Co.
Redigraph, Inc.
Safe-T-Point Co.
Weeks, Frank A., Mfg. Co.
Worcester Wire Novelty Co.
Wrightsville Hardware Co.

COLE'S NEW *Concealed* SECRET VAULT

NOTICE!
Should not be confused with imitations. Actual size of lock shown above (not a "blown-up" picture) . . . COMPARE!

Index drawer can also be used for cancelled checks.

The "MERCHANTS" File

SAVES TIME . . .
All your records at your finger tips

SAVES MONEY . . .
Prevents pilfering of supplies and tools

REALLY PRIVATE . . .
Concealed vault safeguards your valuables

A heavy guage steel cabinet containing two ball bearing letter files, index drawer for 3 x 5 or 4 x 6 cards (3200 cap.); 2 adjustable compartments under lock and key; steel safety vault with large vault size dial lock (only YOU know the combination).

32" high, 30½" wide, 17½" deep.
Olive green or Cole gray, baked enamel.

NO 1370 **LOW $49.95**

With plunger lock which automatically locks all drawers. No. 1370PL $57.45

Grained walnut, mahogany or knotty pine finish $12.50 additional.

Prices slightly higher in Texas, Colorado and West of the Rockies

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, New York

COLE'S "Interlock"

The cabinets illustrated on this and the opposite pages represent only a few of the combinations made to meet your own particular needs. They can be interlocked with standard 3x5, 4x6 or 5x8 card cabinets. Cole's "Interlock" units are small enough to fit into any closet or corner, yet large enough to house any filing system.

ONE DRAWER CABINET

A smooth gliding, roller bearing drawer file for personal use in home or office. Made of heavy gauge steel. Equipped with spring compressor for record protection. Can be interlocked with other units of Cole's "Interlock" system. Build them higher as your business grows. Olive green or Cole gray.

NO.		WIDE	HIGH	DEEP	PRICE
111	Letter Size	14¾"	12½"	16"	**$12.50**
222	Legal Size	18¾"	12½"	16"	**14.50**

PRIVATE SAFETY CABINET

A heavy gauge steel safety cabinet protected by lock and key for housing private papers and other office records. Olive green or Cole gray finish.

NO.	WIDE	HIGH	DEEP	PRICE
121	14¾"	12½"	16"	**$12.50**
151	18¾"	12½"	16"	**14.50**

"COMBO" UNIT Letter Size
No. 700 consists of two letter size files on sanitary base. 14¾" wide, 30½" high, 16" deep. **$30.25**

"COMBO" UNIT Legal Size
No. 701 consists of two legal size files on sanitary base. 18¾" wide, 30½" high, 16" deep. **$34.65**

CARD and LETTER FILE
No. 702 has two letter files plus two 4 x 6 card drawers (3200 cap.) on sanitary base. 14¾" wide, x 36¾" high, x 16" deep. **$37.45**

CARD and LEGAL FILE
No. 703 has two legal files plus two 5 x 8 card drawers (3200 cap.) on sanitary base. 18¾" wide, x 37½" high, x 16" deep. **$44.25**

LETTER FILE & SAFE UNIT
No. 704 has a letter file plus a private safety cabinet with lock and key. 14¾" wide, x 30½" high, x 16" deep. **$30.25**

LEGAL FILE & SAFE UNIT
No. 705 has a legal file plus an extra large private safety cabinet with lock and key. 18¾" wide, x 30½" high, x 16" deep. **$34.65**

"COMBO" UNIT No. 706
Has a letter file, a private safety cabinet with lock and key plus two 4 x 6 card drawers (3200 cap.). 14¾" wide, x 36¾" high, x 16" deep. **$37.45**

"COMBO" UNIT No. 707
Has a legal file, an extra large private safety cabinet with lock and key plus two 5 x 8 card drawers (3200 cap.). 18¾" wide, x 37½" high, x 16" deep. **$44.25**

All cabinets available in olive green or Cole gray finish.

LOCKS for all units on these pages $2.10 per drawer.

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

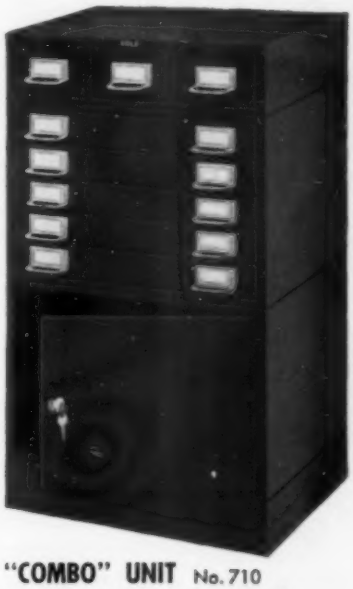
SYSTEM

Above contains removable center drawer steel partition.

"LEGAL BLANK" CABINETS

Used for electros, engravings, legal forms, letterheads and other office forms. Heavy steel, full length drawers equipped with rear hood for protection of contents. Nickled drawer pulls and card holders. Rubber feet prevent marring of furniture. Can be interlocked with other units illustrated.

	CABINET SIZE			INSIDE DRAWER			
NO.	Wide	High	Deep	Wide	High	Deep	PRICE
C166	14¾"	12½"	16"	13¼"	2"	15⅜"	**$12.50**
C266	18¾"	12½"	16"	17¼"	2"	15⅜"	**19.95**



"COMBO" UNIT No. 708

A letter size file plus five "legal blank" drawers (inside dimensions 13¼" wide, x 2" high, x 15⅜" deep) on a sanitary base. 14¾" wide, x 30½" high, x 16" deep. **$31.50**

"COMBO" UNIT No. 709

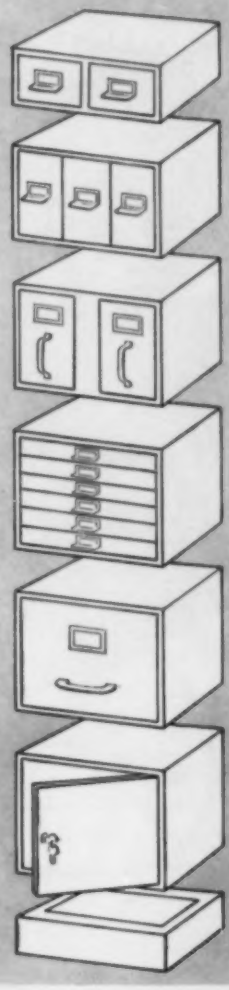
A legal size file plus five double "legal blank" drawers (inside dimensions 17¼" wide, x 2" high, x 15⅜" deep), on a sanitary base. 18¾" wide, x 30½" high, x 16" deep. **$42.95**

"COMBO" UNIT No. 710

Used for X-Ray films, photographs, electros, legal blanks or other printed forms. Has a large size private safety cabinet protected by lock and key. Five double size "legal blank" drawers (inside drawer dimensions 17¼" wide, x 2" high, x 15⅜" deep) plus three drawers for 3 x 5 cards (8400 cap.) on a sanitary base. 18¾" wide, x 35½" high, x 16" deep. **$54.95**

ADD-A-SECTION

Cole's popular interlocking units will save you time and valuable space. Designed so that you can build your own filing system to suit your particular needs. These are all 16" deep, 14¾" wide (letter size).



CABINET for 4x6 CARDS
No. C3462 $7.20

CABINET for 6x4 CARDS
No. C3364 $20.00

CABINET for 9x6 FORMS
No. C3962 $19.20

'LEGAL BLANK' Cabinet
also used for stationery and office forms
No. C166 $12.50

LETTER SIZE FILE
No. 111 $12.50

PRIVATE SAFETY Cabinet
No. 121 $12.50

SANITARY BASE
No. 111B $6.25

Prices slightly higher in Texas, Colorado and West of the Rockies.

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST.

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

wrong way

Records thrown on shelves are hard to find, collect dust and take up 50% more room.

right way

Records in Prontos can be located in a jiffy...stay neat and orderly Doubles your filing space.

transfer to pronto

Save money, transfer into low cost Prontos and use your expensive cabinets over again.

. . . for less active files

There is a size made for every office record. These Pronto files are sturdily built of 275-lb. test fibre board, reinforced with steel on the shell and the four corners of the drawers as well. They cost no more than ordinary files! Can be interlocked into solid units and stacked to the ceiling. Beautiful in appearance, finished in olive green to match your regular office files. Will last a lifetime.

LETTER SIZE $3.55

LEGAL SIZE $4.35

CHECK SIZE $2.40

Prices slightly higher in Texas, Colorado and West of the Rockies.

pronto

STORAGE FILES

PRONTO FILE CORPORATION 285 Madison Ave., N. Y. 17, N. Y.

1193

Keep INACTIVE RECORDS Quickly Accessible with

STAXONSTEEL

Self-Stacking TRANSFER FILES

No. 511 LETTER SIZE UNITS are self-stacking with factory applied steel side-plates and horizontal stackers bearing total drawer content weight at four points.

No matter how high you stack these new TRANSFER FILES, *each drawer works perfectly* . . . no bulging, no sticking. Each unit is complete, yet each becomes part of a sturdy steel structure. Units can be bolted side by side. Metal drawer pulls, and grey finish on corrugated fibre-board produce neat front office appearance.

Write for details and price list.

BANKERS BOX COMPANY
720 S. Dearborn Street • Chicago 5, Illinois

Weis

TRANSFER STORAGE CASES

SUPER WIZARD

Steel front. Pull-out drawer. Fully reinforced. Sets up quickly—no gummed tapes or tools needed. Attractive gray finish. Can be easily and sturdily stacked.

WIZARD Pull-out drawer. Made from heavy corrugated fibre board. Reinforced at all stress points. No gummed tapes or tools for setting up. Metal supports for stacking. Drawers operate freely.

VICTORY Constructed from heavy corrugated fibre board, metal stitched. Cover attached. Smooth tops and bottoms for easy stacking and moving. One fastener —on side. Exclusive reinforcing apron.

THE WEIS MANUFACTURING CO.
Weis Square
MONROE, MICHIGAN

Files (Storage, Fiberboard)

AMBERG FILE & INDEX CO.
BANKERS BOX CO.
Convoy, Inc.
Dandy Storage File Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
HEDGES MFG. CO.
Hoffman, L.
Kay-Dee Co.
Osco Stationery Co.
OXFORD FILING SUPPLY CO.
Perfection Box Co.
PRONTO FILE CORP.
WEIS MFG. CO.

Files (Storage, Steel)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLE STEEL EQUIPMENT CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dehler Mfg. Co.
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
FRANKLIN METAL PRODUCTS CO.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co.
HEDGES MFG. CO.
Herring-Hall-Marvin Safe Co.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
Lonergan Mfg. Co.
Lyon Metal Products, Inc.
Metalstand Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Record Files, Inc.
Remle Corp.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Strayer Coin Bag Co.
Top Flight Products Co., Inc.
Vanguard Engineering & Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

Files (Storage, Steel-Reinforced)

COLE STEEL EQUIPMENT CO., INC.
GUIDE SYSTEM & SUPPLY CO.
Herring-Hall-Marvin Safe Co.
Kay-Dee Co., The
OXFORD FILING SUPPLY CO.
PARKER STEEL PRODUCTS, INC.
PRONTO FILE CORP.
WEIS MFG. CO.

Files (Storage, Wood)

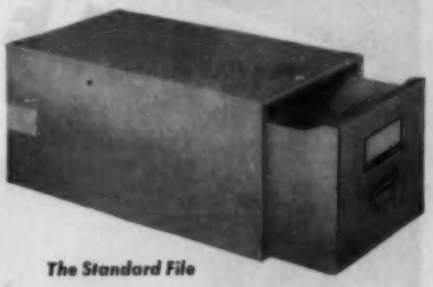
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
HEDGES MFG. CO.
Imperial Methods Co.
Kay-Wood Products, Inc.

Files (Tabulating Card, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
Cardinal Sales, Inc.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Diebold, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Le Febure Corp.
Metal Office Furniture Co.
Monarch Metal Products, Inc.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Watson Mfg. Co.
Wright & Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co

Oxford

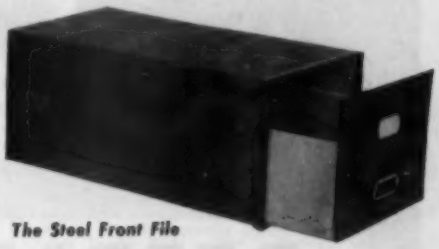
FIBERBOARD FILES



The Standard File

Oxford Standard Files provide a place for stored records that is both economical and convenient.

Made completely of high-test natural color corrugated board, these sturdy files are as easily-accessible as the active files that are in every-day use. They can be stacked six high without sagging. These are the files for services at lowest cost.



The Steel Front File

The Steel Clad File

Oxford Steel Front and Steel Clad Files have the color printed on the fiberboard, so that the green will not fade.

With Stak-klips and battery clamps, the files can be locked horizontally and vertically into solid batteries as high as the ceiling. Heavy gauge steel parts add to their strength and durability.

OXFORD FILING SUPPLY CO., INC
Clinton Road • Garden City, N. Y.

PEERLESS® '6600' ... has all the Features your Customers Want

Design Pat. App. for

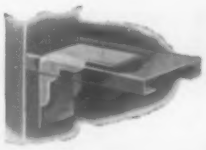
MAKE IT YOUR TOP SELLER IN '53

The Peerless "6600" Series Filing Cabinets incorporate the most up-to-the-minute features for smart styling with greatest ease and convenience in usage. Sturdy welded construction assures lifetime rigidity and gives the buyer full dollar value. Hardware is styled in the modern manner. Special type drawer suspension eliminates tugging and shoving. Clever side-locking follower blocks help speed filing.

The "6600" line is available in two to five drawer heights, legal and letter widths, several finishes. Index card drawers may be inserted.

Automatic drawer latches integral with handle.

Husky ball bearing suspension slides.



Welded-on torque plates add rigidity.

PEERLESS® DESKS

ADD STYLE AND CONVENIENCE TO ANY OFFICE

There's a style and size for every office need. Their trim, graceful lines fit almost any decorative scheme. The baked-on finishes, Peeroleum tops with satin-aluminum molding and trim give lasting eye appeal. You can sell them with confidence.

PEERLESS®

PEERLESS STEEL EQUIPMENT CO.

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TRANSFER RECORDS

this easy low-cost way

Over 90,000 leading American businesses have found Liberty Boxes the economical way to store all inactive office records. Made to give years of unlimited service. 25 stock sizes for every popular form. Catalog on request.

BANKERS BOX COMPANY
Established 1918
720 S. Dearborn Street, Chicago, Ill.

Hedges

Manufacturers of

FILING EQUIPMENT AND STATIONER'S SUPPLIES

The Line That Makes Things Easy To Find

hedges MANUFACTURING CO.
MAKERS OF FILES AND EQUIPMENT
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Globe-Wernicke Co.
Remington Rand Inc.

Files (Tariff)

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Automatic File & Index Co.
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CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Hall's Safe Co., Inc.
INVINCIBLE METAL FURNITURE CO.
McBee Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Watson Mfg. Co.
Wetzel, P. A., & Son
Yawman and Erbe Mfg. Co.

Files (Tickler)

(See Files, Card Index, Box)

Files (Transfer)

(See Files, Storage)

Files (Tub)

ACME VISIBLE RECORDS, INC.
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Business Efficiency Aids
General Fireproofing Co.
Monarch Metal Products, Inc. (Tabulating Card)
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Reynolds & Reynolds Co.
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Shaw-Walker Co.
Visirecord, Inc.
Watson Mfg. Co.
Wright & Co.
Yawman and Erbe Mfg. Co.

Files (Wheel)

(See Files, Rotary)

Files (X-Ray Negative)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
ATLAS STENCIL FILES CO.
COLUMBIA STEEL EQUIPMENT CO.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
Morgan Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
STACOR EQUIPMENT CO.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co., Inc.

Filing Cabinet Metal Parts

(See Hardware, Cabinet)

Filing Consultants

Record Controls, Inc.

Filing Folders (Celluloid Tabbed)

Ames Safety Envelope Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
DACO CARD & INDEX CO.
Duradex, Inc.
ELBE FILE & BINDER CO., INC.
EZYINDEX PRODUCTS CO., DIV.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Koller & Smith Co., Inc.
OXFORD FILING SUPPLY CO.
Royal Index Tab Co.
SECURITY STEEL EQUIPMENT CORP.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
VICTOR SAFE & EQUIPMENT CO., INC.

ADVANCO

PRODUCTS OF PROVEN WORTH

Suspend-O-Folder
PERSONAL DESK FILE

The improved SUSPEND-O-FOLDER PERSONAL DESK FILE is a complete, compact filing unit and is made in both letter and legal sizes.

An olive green, heavy gauge steel cabinet with 25 SUSPEND-O-FOLDERS and an assortment of easy-to-insert headings, such as A to Z, Days, Weeks, Special Classifications and blanks are included.

Designed to fit most modern desk drawers.

Suspend-O-Folder

This folder is made of strong, durable 25 point Green Pressboard and hangs gracefully. The cloth gusset allows for expansion to its full 1 inch capacity. Each folder is equipped with four metal hooks that are securely attached. Each folder is equipped with a permanent insertable angular metal tab that allows for quick visibility.

SEUSPEND-O-FOLDERS are made in 1/3 and 1/5 position tabs, both in letter and legal sizes.

SUSPEND-O-FOLDERS fit all types of files that use suspension folders and can be used to replace your customers' worn out hanging folders.

PRESSBOARD GUIDES AND FOLDERS
ALSO
FILING SUPPLIES
MANIFOLD BOOKS
PRINTED STOCK FORMS
PRINTED INSERTS

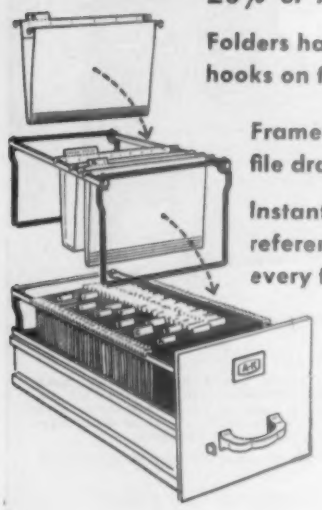
Write for illustrated price lists

ADVANCO PRODUCTS
DIVISION OF
ADVANCE SALESBOOK CO.
MANUFACTURERS
148 West 24th St., New York 11, N. Y.
CHelsea 3-1276

Don't File It—HANG IT!

IN Oxford PENDAFLEX® HANGING FOLDERS

Cut Filing Costs 20% or More!



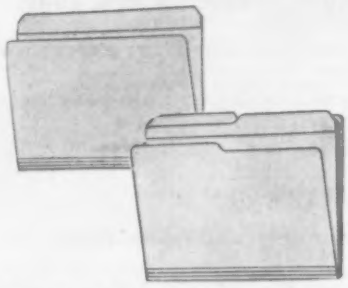
Oxford Pendaflex is price-protected under Fair Trade Laws, so that all dealers can be sure of full profits on every Pendaflex sale. And, of course, the profit to the dealer is more than balanced by the tremendous value that the buyer of Pendaflex receives in filing and finding economy.

Oxford Pendaflex hanging folders have changed the filing habits of the nation and given the office supply dealer a spectacularly profitable item that is easy to sell.

OXFORD FILING SUPPLY CO., INC.
Clinton Road • Garden City, N. Y.

Weis

DUO TOP FILE FOLDERS



Manila file folders—double thick at top where wear is greatest. Rigid, long-lasting support for index inscription. Made in medium, medium-heavy and heavy weights. All popular tab positions. Letter and Cap sizes. Carefully cut, scored and packed. All top corners are rounded. Also single top manila folders in all sizes for normal filing requirements. Four weights.

See our illustrated Price List for all types file folders, pressboard guides, index cards, other filing supplies and equipment.

THE WEIS MANUFACTURING CO.
Weis Square
MONROE, MICHIGAN

Filing Folders (Celluloid Tabbed)

(Continued from page 129)

Wabash Filing Supplies, Inc.
WEIS MFG. CO.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Filing Folders (Hanging)

Advance Industries
ADVANCO PRODUCTS, DIV.
AMBERG FILE & INDEX CO.
FARBER, LOUIS H., CO.
GUIDE SYSTEM & SUPPLY CO.
Hang-A-File Co.
Koller & Smith Co., Inc.
MASTER PRODUCTS MFG. CO.
OXFORD FILING SUPPLY CO.
STEEL PARTS MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.
WEIS MFG. CO.

Filing Folders (Metal Tabbed)

ACCO PRODUCTS, INC.
ADVANCO PRODUCTS
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
BROWNE-MORSE CO.
COOKE & COBB CO.
DACO CARD & INDEX CO.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
Filequipment Corp. of America
Filing Equipment Bureau, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Jenkins-Hall Index Card Co.
Kay-Dee Co.
Keystone Envelope Co.
Keystone Index Card Co.
King Filing Supply Co.
MASTER PRODUCTS MFG. CO.
Millar, Geo. W., & Co.

How to make a Filing System Click!

INSTALL-
BARKLEY *Plastic* TAB
FILE GUIDES

U. S. Reg. Pat. No. 2248355 D128118

The Perfect Index Tab

- *SMOOTH CONTOUR PLASTIC SURFACES*
- *CRYSTAL CLEAR COLORS*
- *ANGLED VISIBILITY*
- *RELIEVES EYESTRAIN*

FINDIT FILING SYSTEM . . . with the BARKLEY *Plastic* TAB

The packaged FINDIT FILING SYSTEM contains all the necessary accessories to maintain modern business records. Send for illustrated literature covering the complete line of DURABILITY Filing Supplies.

Established 1921

C. L. BARKLEY & CO.
Manufacturers of Filing Supplies
1220 W. Van Buren St. Chicago 7, Ill.

National Fiberstok Envelope Co.
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Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co.
Southern Paper Products Co., Inc.
Ulrich Planfiling Equipment Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
WEIS MFG. CO.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Filing Folders (Plain or Printed Tab)

ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
American Fiber-Velope Co.
ASSOCIATED STATIONERS SUPPLY CO.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
DACO CARD & INDEX CO.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CO., DIV.
Filing Equipment Bureau, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Keystone Envelope Co.
King Filing Supply Co.
Koller & Smith Co., Inc.
Merchants Industries, Inc.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
Remington Rand, Inc.
ROCKWELL-BARNES CO.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Tab-Tex Corp.
U-File-M Binder Mfg. Co., Inc.
Ulrich Planfiling Equipment Co.
Universal Pad & Tablet Corp.
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
WARSHAW MFG. CO., INC.
WEIS MFG. CO.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Filing Folders (Pressboard)

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ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
American Fiber-Velope Co.
Ames Safety Envelope Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CO., DIV.
Filing Equipment Bureau, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Josephson Mfg. Corp.
Keystone Envelope Co.
King Filing Supply Co.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
Remington Rand Inc.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
U-File-M Binder Mfg. Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
WEIS MFG. CO.
WILSON JONES CO.
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Yawman and Erbe Mfg. Co.

Filing Shelves

(See File Drawer Shelves, Hook-On)

Filing Stools

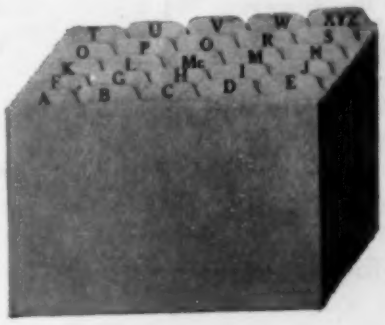
(See Stools, Filing)

GUSSCO

Pat. Pending

Guide-O-folder

This is the modern way to achieve finger tip control in filing and finding and save your customers time and money. Heaving and hauling ordinary file folders to file and find is no longer necessary. Guide-O-folders glide along on steel frames with finger tip ease. The steel hanger strips are permanently attached to the folders. Because they *hang* they are *always* in a vertical position. Made to last for many long years of heavy duty service. The adjustable metal tabs make Guide-O-folders easily adaptable to every filing system. Write for samples and prices today.



A Complete line of

FOLDERS • GUIDES INDEX CARDS, ETC.

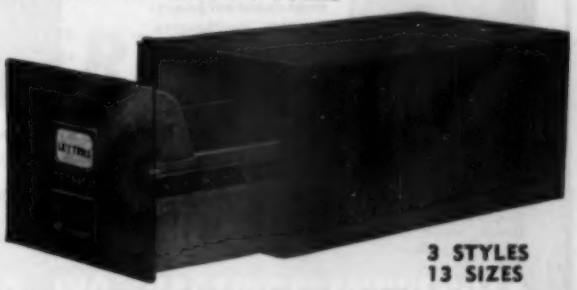
•

Trademark

Transfile

STEEL FRONT FIBRE BOARD TRANSFER FILES

keep all records accessible at the lowest possible cost. Of heavy fibre board reinforced by steel, units can be stacked into rigid batteries. The Steel Front matches regular steel files and makes it possible to keep all records in the front office. Shipped flat, they fold together without tools, nuts or bolts. Send a sample order to-day.



GUIDE-O-FILE

with the Slide-O-Matic Disappearing Top is a handy personal file of hundreds of office applications where quick reference material is kept instantly available. All steel, gray or green finish, desk high, sturdy metal stand with rollers. Equipped with 25 Guide-O-folders complete with adjustable metal tabs and an assortment of inserts for tab headings. Also furnished as a desk unit without stand.

3 STYLES
13 SIZES

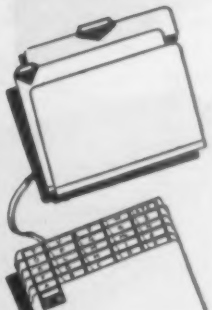
GUIDE SYSTEM & SUPPLY CO. 335 CANAL STREET NEW YORK 13, N. Y.

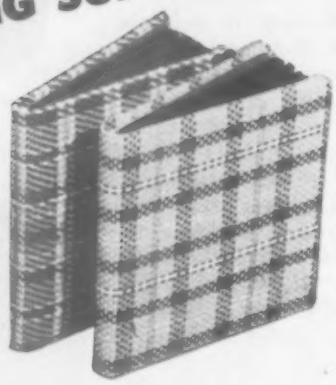
Pacific Coast Distributors, Gussco Sales Inc., 337 Winston St., Los Angeles 13, Cal.

Amfile ...FOR THE BEST

Reg. U.S. Pat. Off.

...IN FILING SUPPLIES, ALBUMS & OFFICE SPECIALTIES





WILLOWEAVE

Wonderful sales appeal in this charming, rustic-looking album. Smoothly woven binding comes in gay colors and patterns. Black or white mounting sheets. 3 sizes, for prints 5x7", 8x10", 14x11"

No. 960 ALBUM

Popular, inexpensive, with flexible embossed cover of simulated leather — it's a best seller. 35 black pages with 9x11" mounting surface. Plastic binding rings. Black, blue, brown, green or maroon. Packed 6 to box, assorted or 6 of same color.

No. C810AB—ACETATE

Attractive, embossed Duraleather cover. Plastic binding rings. 12 double sheets (24 display pages) covered with heavy transparent acetate are bound into this album. Maroon, black, blue or green. 3 sizes, for prints 5x7", 8x10", 14x11".

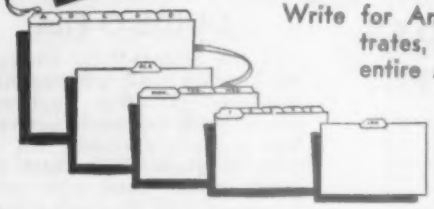
There is a complete line of Amfile Albums, Phonograph Record Cases and a new desk-side File Caddy—all shown in the catalog.

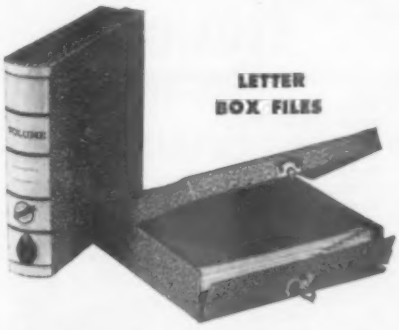
FILING SUPPLIES—COMPLETE LINE—1100 ITEMS

Everything necessary to make filing and finding foolproof. Eighty-three years of experience are behind the Amfile line of nationally advertised filing equipment and specialties.

Guides, folders, binders, etc., are available in a wide variety of sizes, styles and colors, to take care of any kind and size business or profession.

Write for Amberg Catalog which illustrates, describes and prices the entire Amfile line.





LETTER BOX FILES

Strong fibreboard construction, covered with marble paper, orange back. Pull tab at back. Suit-case catch. Letter size alphabetical index.

No. 890	Letter size with A-Z index, 16-division
No. 891	Letter size with 1-31 index, 31-division
No. 892	Cap size with A-Z index, 16-division
No. 893	Letter size with A-Z index, 25-division (double-thick Jumbo style)
No. 894	Cap size with A-Z index, 25-division (double-thick Jumbo style)
No. 895	Letter size with Monthly index, 12-division
No. 896	Letter size with Monthly index, 12-division (double-thick Jumbo style)

BRIEF COVERS

Ideal for reports, briefs, manuals, price lists, etc. Made of wear-resistant heavy-weight leatherette. Practical, built-in prong fasteners. Choice of 12 attractive colors. Letter size 8½x11".

TOPHIDE COVERS. Heavy, impregnated pyroxylin coated, simulated leather stock. Black, blue, brown, red, green. 25 each color to a box.

No. 442 PERSONAL FILE

Made of steel with grey hammerloid finish. A place for all important papers. Built to last for years. Comes with lock and key and letter-size folders, alphabetical, monthly and blank. Packed in individual carton.

PROMPT SHIPMENT ON ALL ITEMS . . . ORDER TODAY!

AMBERG FILE & INDEX CO., 1622 Duane Blvd., Kankakee, Ill.

Amfile EST. 1868

A FAST *Correspondence Sorter*

Carried In All Popular Sizes

- **ALPHABETICAL**
- **MONTHLY**
- **DAILY**

FOR EVERYDAY USE

LETTER SIZE No. C217A
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THE *Smead* MANUFACTURING CO., INC.- HASTINGS, MINNESOTA

NO. 10-23-52
PRINTED IN U. S. A.

IT TAKES A QUALITY LINE

TO BUILD A REPEAT BUSINESS

"Quality above Comparison"

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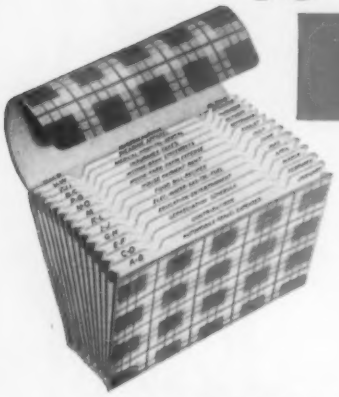

PLAID HOUSEHOLD FILE

From the very first item to the present line of over 3,100 stock items, we have concentrated on craftsmanship and the finest quality and grades of raw materials, making our line an outstanding quality line.

We have 5 separate factories for your protection and added service.

Write for our catalog. We also invite your inquiries for specially made products.

PROPOSAL COVERS

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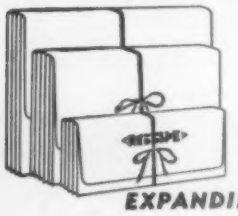
SUPER POCKET
"THE ALL PURPOSE FILE"



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DESK FILE

EXPANDING FILE

THE *Smead* MANUFACTURING CO., INC.-HASTINGS, MINNESOTA

FOR

★ SUPERVALUE

SUPERDEX

TRADE MARK

THE QUALITY LINE OF FILING SUPPLIES AND GUMMED SPECIALTIES

AT LEADING STATIONERY STORES THROUGHOUT THE COUNTRY

- ★ VERTICAL FILE GUIDES
- ★ GUIDES
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- ★ BLANK INDEX STRIPS
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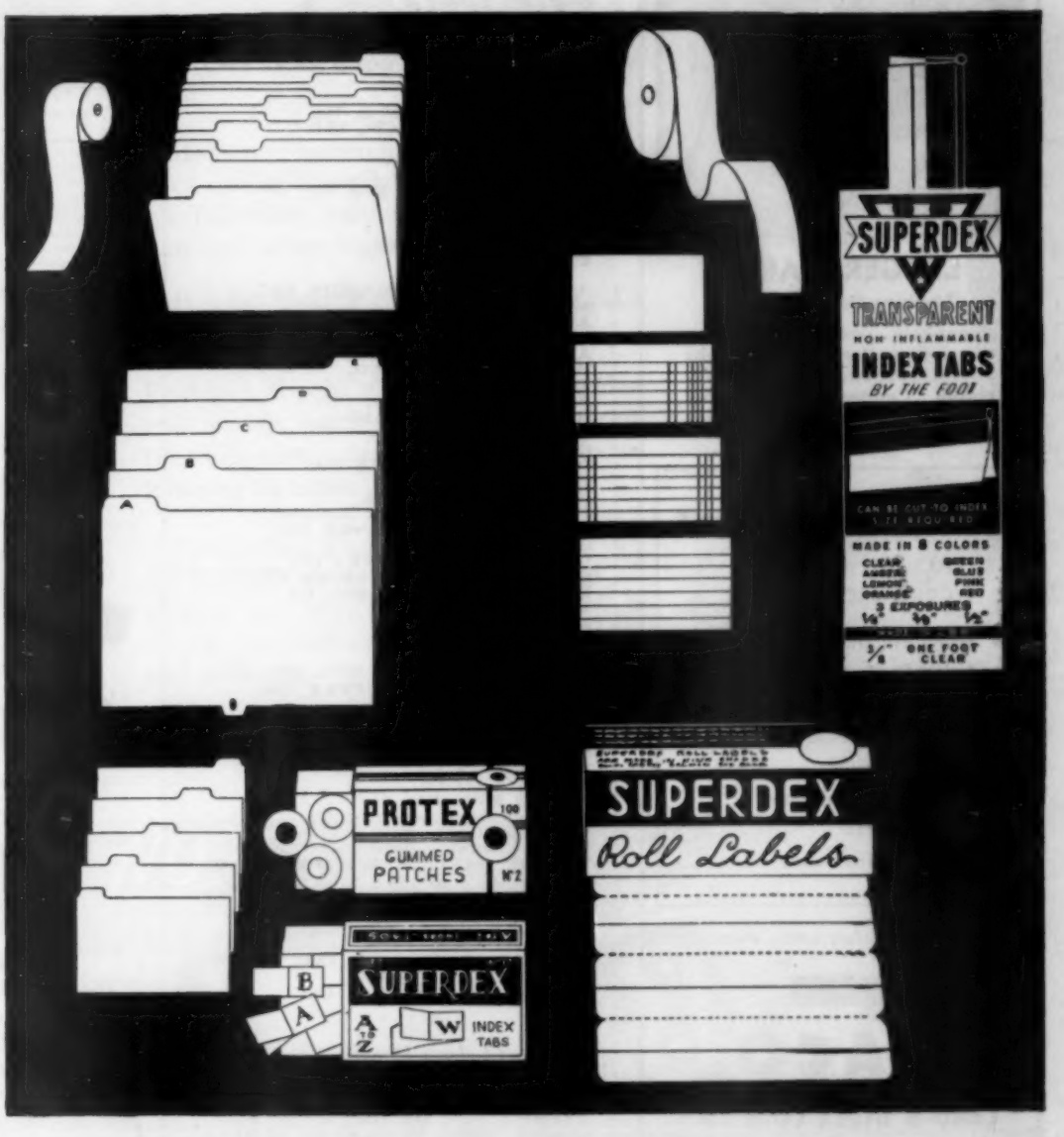
- ★ PROTEX LOOSE LEAF PATCHES
- ★ ADDING MACHINE ROLLS
- ★ PAKNEAT SEALING TAPE
- ★ PIN TICKETS



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AIGNER, G. J., CO.
AMBERG FILE & INDEX CO.
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Ames Safety Envelope Co.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
BROWNE-MORSE CO.
CEL-U-DEX CORP.
COOKE & COBB CO.
DACO CARD & INDEX CO.
DENNISON MFG. CO.
Diemer, John F., Co.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CO., DIV.
Filequipment Corp. of America
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Jenkins-Hall Index Card Co.
King Filing Supply Co.
Koller & Smith Co., Inc.
Le Febure Corp.
Merchants Industries, Inc.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Royal Index Tab Co.
SECURITY STEEL EQUIPMENT CORP.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO.
Southern Folder & Index Co.
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U-File-M Binder Mfg. Co., Inc.
Ulrich Planfiling Equipment Co.
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WEIS MFG. CO.
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GUIDE SYSTEM & SUPPLY CO.
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Koller & Smith Co., Inc.
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Rol-Dex Division
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WEIS MFG. CO.
WHEELDEX MFG. CO., INC.
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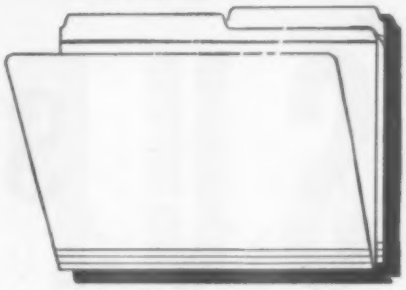
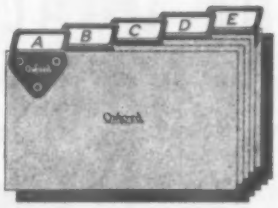
AMERICAN PAD & PAPER CO.
Anchor Ruling Division
ASSOCIATED STATIONERS SUPPLY CO.
Beckley-Cardy Co.
BOORUM & PEASE CO.
Central Tablet Mfg. Co.
Consolidated Loose Leaf, Inc.
Eastern Tablet Corp.
Elam-Elkhart Stationery Co.
ELBE FILE & BINDER CO., INC.

Oxford FOLDERS



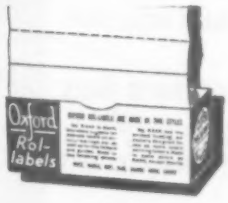
Oxford GUIDES



Oxford INDEX CARDS

Oxford RED FIBER

Oxford "ROL-LABELS"



The fact that Oxford devotes all its resources to the manufacture of filing supplies exclusively explains why you can be sure that Oxford Folders, Guides, Precision Rotary Cut Index Cards, Red Fiber Products, and "Rol-labels" are unsurpassed in workmanship and quality.

OXFORD FILING SUPPLY CO., INC.
Clinton Road • Garden City, N. Y.

The FAVORITE Line

MODERN EXPANDING PRODUCTS

Expanding Files

Vertical Files

Envelopes

Personal Files

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It is widely known by users under the FAVORITE brand name as the *Quality* Line.

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Features the NO-TYE expanding files and wallets, equipped with elastic cord that eliminates need of tying and loose hanging tie tapes.

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Ask for Catalog No. O-80

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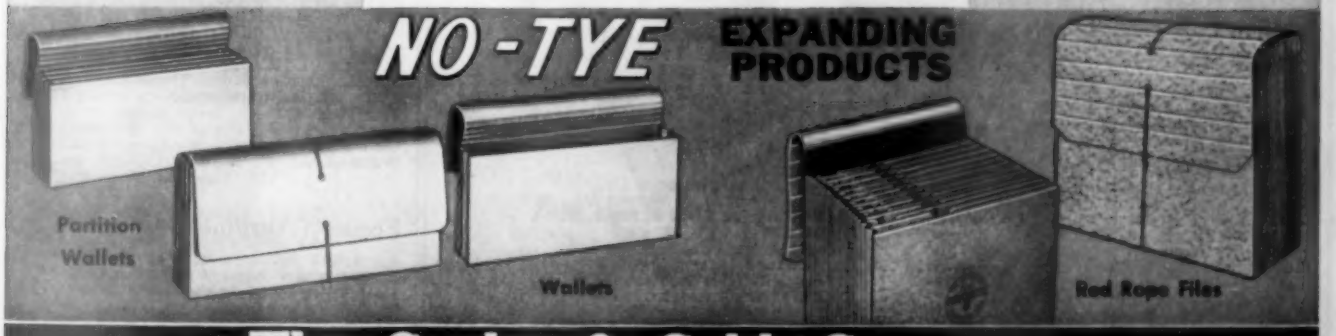
Brief Covers

File Pockets

Desk Classifiers

NO-TYE EXPANDING PRODUCTS



The Cooke & Cobb Company

ESTABLISHED 1870

122 East 23rd St. New York 10, N. Y.

Fillers (Loose Leaf)

(Continued from page 136)

Ennis Tag & Salesbook Co.
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EZYINDEX PRODUCTS CO., DIV.
Federbush Co., Inc.
Grand Rapids Loose Leaf Binder Corp.
Hadley, Charles R., Co.
Hall & McChesney, Inc.
Hano Paper Co., Inc.
Highland Mfg. Co.
Hyman, L., & Sons
Kurtz Bros.
Lefax
Loose Leaf House
Maple Leaf Mfg. Co., Inc.
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McMillan Book Co.
Mohler, A.
National Blank Book Co.
National Manifolding Co.
Roaring Spring Blank Book Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Trussell Mfg. Co.
Vernon, S. E. & M., Inc.
Western Tablet & Staty. Co.
WILSON JONES CO.
Wilson Memindex Co.

Finger Pads

(See Pads, Finger, Rubber)

Fingerprint Files

(See Files, Fingerprint)

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Faurot, Inc.
Federal Laboratories, Inc.
Identification Service Corp.
NORTHWESTERN STAMP WORKS
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Pyrene Mfg. Co.

First Aid Kits

UNITED CUTLERY & HARDWARE PRODUCTS CO.

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Ard Mfg. Co.
BERGER MFG. DIV.
Columbus Show Case Co.
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Excellent Cabinet Works Co.
Grand Rapids Store Equipment Co.
Great Lakes Store & Office Fixture Co.
Heller, W. C., & Co.
Rockford Show Case & Fixture Co.
Sarvis Mfg. Co.
Service Steel Products Corp.
STANSTEEL CORP.
Weber Showcase & Fixture Co., Inc.

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ART STEEL SALES CORP.
Columbus Show Case Co.
Combined Industries
Crystal Fixture Co.
Davis Metal Fixture Co.
Glaro Machine Products Co., Inc.
Grand Rapids Store Equipment Co.
Great Lakes Store & Office Fixture Co.
HALVERSON SPECIALTY SALES
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Heller, W. C., & Co.
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Lyon Metal Products, Inc.
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Multiplex Display Fixture Co.
Reflector-Hardware Corp.
Sarvis Mfg. Co.
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Timberlake, J. B., & Sons
Universal Steel Equipment Corp.
Weber Showcase & Fixture Co., Inc.
Wood Displays Mfg. Co.

Fixtures (Store, Lighting Fixtures)

Benjamin Electric Mfg. Co.
Frink Corp.
Globe Lighting Products, Inc.
Guth, Edwin F., Co.
Lincoln Lighting Products, Inc.
Miller Co.
Silvray Lighting, Inc.
Swivelier Co.
Sylvania Electric Products, Inc.
Versen, Kurt, Lamps, Inc.

Fixtures (Store, Showcases)

Columbus Show Case Co.
Excellent Cabinet Works Co.
Grand Rapids Store Equipment Co.
Great Lakes Store & Office Fixture Co.
Rockford Show Case & Fixture Co.
Sarvis Mfg. Co.
Service Steel Products Corp.
Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

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Annin & Co.
Humphrys', R. A., Sons, Inc.
Regalia Mfg. Co.
Valley Forge Flag Co.

Floor Coverings

American Floor Products Co.
Armstrong Cork Co.
Bird & Son, Inc.
Congoleum-Nairn, Inc.
Sloane-Blabon Corp.
Textile Products Co.
U. S. Stoneware Co.
Wood-Mosaic Co., Inc.

Foam Rubber

(See Rubber, Sponge and Foam)

Folders (Correspondence)

(See Cases, Correspondence)

Folders (Filing)

(See Filing Folders)

Folding Machines (Letter)

Addressograph-Multigraph Corp.
Baum, Russell Ernest, Inc.
Davidson Corp.
Dick, A. B., Co.
Pitney-Bowes, Inc.
Print-O-Matic Co., Inc.

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DOLIN METAL PRODUCTS, INC.
Globe-Wernicke Co.
Herring-Hall-Marvin Safe Co.
Liebman, A. L., & Son, Inc.
National Lock Co.
Winter Stamping Co.
Yawman and Erbe Mfg. Co.

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American Business Systems
American Lithofold Corp.
Arco Manifolding Co.
ASSOCIATED STATIONERS SUPPLY CO.
Atlantic Register Co.
Autographic Register Co.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
Boyce, A. B., Co.
Carbonized Paper Co.
Chicago Binder & File Co.
Colonial Co.
Commonwealth Publishing Co.
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DACO CARD & INDEX CO.
Diebold, Inc.
DOME PUBLISHING CO., INC.
E-Z Sort Systems, Ltd.
Ersco
Filing Equipment Bureau, Inc.
General Manifold & Printing Co.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Hall, J. C., Co.
IDEAL SYSTEM CO.
Intasco Corp.
International Business Machines Corp.
Koller & Smith Co., Inc.
Le Febure Corp.
Master-Craft Corp.
McMillan Book Co.
Merchants Industries, Inc.
Mill-Green Publishing Co.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Blank Book Co.
National Business Systems Co.
National Cash Register Co.
National Litho Forms Co.
National Manifolding Co.
Nichols, H. W., Salesbook Co.
Pemberton, Lewis N., Ptg. Co.
Procter, Fred, Co.
Rediform Division
Remington Rand Inc.
Reynolds & Reynolds Co.
Ross-Martin Co.
Rotary Printing Co.
Shaw-Walker Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Snapout Forms Co.
Stationers Loose Leaf Co.
Tallman, Robbins & Co.
"TOPS" BUSINESS FORMS
Universal Manufacturing Stationers, Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Visirecord, Inc.
Vue-Fax Corp.
Watt & Gillogly, Inc.
Watts, Alfred Allen, Co., Inc.
Wilmer, E. P., Inc.
WILSON JONES CO.
Workman Mfg. Co.
Yale Filing Supply Co.
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American Business Systems
AMERICAN REGISTER CO.
American Ribbon & Carbon Co., Inc.
American Stencil Mfg. Co.
Atlantic Register Co.
Autographic Register Co.
Carbonized Paper Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED BUSINESS SYSTEMS, INC.
CONSOLIDATED RIBBON & CARBON CO.
Eastern Specialties Co., Inc.
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Franklin Ribbon & Carbon Co., Inc.
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Miami Systems Corp.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Moore Business Forms, Inc.
McCaskey Register Co.
National Carbon Coated Paper Co.
Nichols, H. W., Salesbook Co.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Potter Press, The
Queen Ribbon & Carbon Mfg. Co., Inc.
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Rotary Printing Co.
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Standard Register Co.
Storms, H. M., Co.
Sunset-McKee Sales Book Co.
Tallman, Robbins & Co.
Tru-Rite, Inc.
Uarco, Inc.
Vue-Fax Corp.
WEBSTER, F. S., CO.

Forms (Automotive)

Accurate Sales Book Co.
AMERICAN REGISTER CO.
Baltimore Salesbook Co.
E-Z Sort Systems, Ltd.
Ennis Tag & Salesbook Co.
Ideal System Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Litho Forms Co.
Potter Press, The
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Co.

LOW PRICES ON

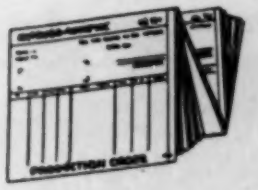
Standard forms

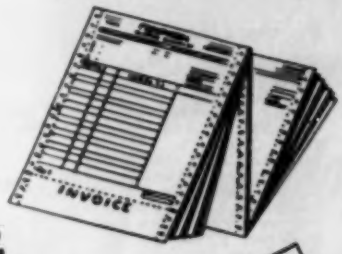
Invoices, Purchasing Orders, Bills of Lading

8½" x 7¾"

We make forms of any size or arrangement of parts—including purchase orders, sales slips, checks, statements, ledgers, etc. Any color paper; your imprint included in all prices. Prompt delivery.

Quantity	3 part	4 part	5 part
5,000	17.90M	21.95M	30.70M
10,000	12.75M	15.95M	26.25M





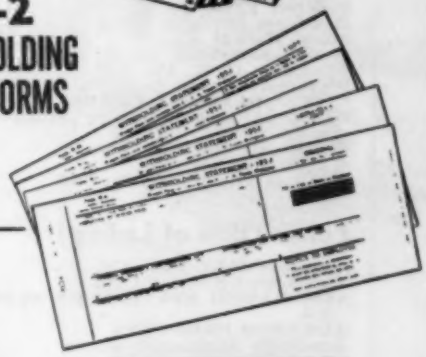
AND THE FAMOUS

REDIFIXT

W-2 WITHHOLDING TAX FORMS

Form 1099 in triplicate 5 on strip. Same prices as 4 part W-2.

4 Part Quantity	Blank
500	11.55
1000	17.25



STANDARD

Continuous forms

Highest quality. Delivery 3 to 4 weeks. Write for complete information.

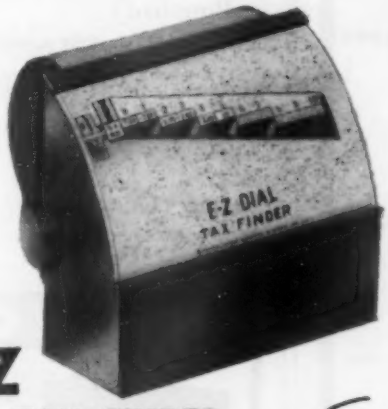
Prices for cash and charge forms.

	4" to 4 5/16" width 6½" Length 12 Writing Lines		5½" Width 8½" Length 12 Writing Lines	
Quan.	Dup.	Trip.	Dup.	Trip.
5M	29.50	36.75	40.50	50.75
10M	44.00	56.50	61.00	81.50
15M	58.50	80.25	81.50	112.25
20M	73.00	102.00	102.00	142.00
25M	87.50	123.75	122.50	173.75
30M	102.00	145.50	143.00	204.50
35M	116.50	167.25	163.50	235.25
50M	160.00	232.50	225.00	327.50
75M	232.50	341.25	327.50	481.25
100M	305.00	450.00	430.00	635.00

OTHER AVAILABLE STOCK FORMS
(Write for prices)

AUTOMOTIVE
CASH & CHARGE
CLEANERS & DYERS
GAS & SERVICE STATION
LUMBER DEALERS
COAL & OIL
RECEIVING REPORTS
PURCHASE ORDERS
BILLS OF LADING

WRITE for literature and free samples of forms.



E-Z DIAL TAX FINDER

(Withholding) $14.75

SCIENTIFICALLY DESIGNED

BIG easy-reading figures at correct angle knock out eye-strain. Eye-level reading at fixed position.

COMPACT and RUGGED

Durable Plexiglas, plywood and masonite, with charts all lacquered for permanency. Size only 6 x 6 x 7 inches!

ONE-ARM DRIVING

Operated capably with EITHER hand, while the other hand is making entries on the payroll record.
Convenient knob at side swiftly shifts dial to stated wage . . . and there's the CORRECT tax, for recording under "Exemption Claimed."

3-DIMENSIONAL DIAL

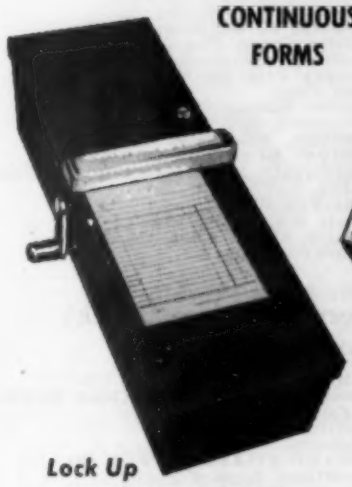
Made of Plexiglas! Visualizes deductions of 0 to 10 of only ONE PAY amount at a time. No more human element . . . complete accuracy ensured at last!

COLOR SIGNALS HELP

Immediately . . . when NO DEDUCTIONS, a GREEN signal flashes in dial showing that amount of tax to be withheld becomes ZERO.

Registers

for use with
CONTINUOUS FORMS



Lock Up
ALL STEEL REGISTER
with lock compartment

MODEL	FORM SIZE	PRICE
L-1	4½"x5⅝" to 6½"	35.00
L-2	5½"x5⅝" to 8½"	36.00
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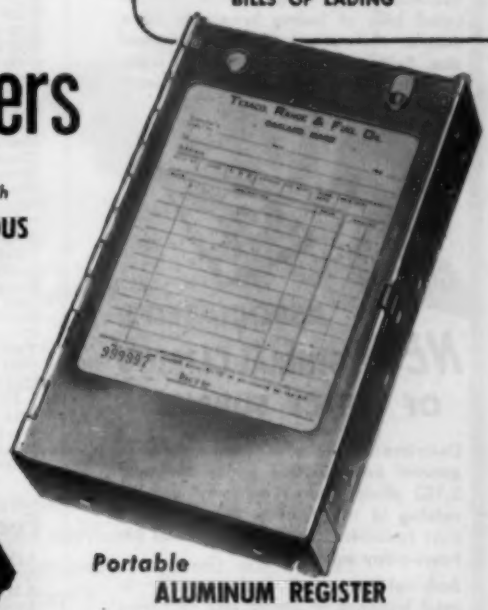

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(Continued from page 138)

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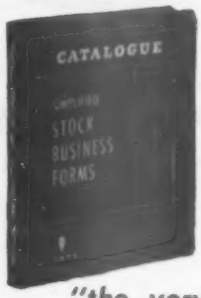

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Redi-Record Products Co.
Remington Rand Inc.
Reynolds & Reynolds Co.
Ross-Gould Co.
Shaw-Walker Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Tallman, Robbins & Co.
"TOPS" BUSINESS FORMS
Trussell Mfg. Co.
Universal Manufacturing Stationers, Inc.
VEVIER LOOSE LEAF CO.
VICTOR SAFE & EQUIPMENT CO. INC.
Visirecord, Inc.,
Vue-Fax Corp.
Wassell Organization, Inc.
Watt & Gillogly, Inc.
WHEELDEX MFG. CO., INC.
WILSON JONES Co.
Yawman and Erbe Mfg. Co.

Forms (Withholding Tax)

Accurate Sales Book Co.
ADVANCO PRODUCTS
Apex Business Systems
ASSOCIATED STATIONERS SUPPLY CO.
Baltimore Salesbook Co.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
Carbonized Paper Co.
Colonial Co.
Commonwealth Publishing Co.
CONSOLIDATED BUSINESS SYSTEMS, INC.
DOME PUBLISHING CO., INC.
General Manifold & Printing Co.
Hadley, Charles R., Co.
Marvin Envelope & Paper Co.
Nichols, H. W., Salesbook Co.
Master-Craft Corp.
McMillan Book Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
National Litho Forms Co.
Redi-Record Payroll Systems
Ross-Martin Co.
Rotary Printing Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
S-K Forms Co.
Smith, W. Ray, Co.
Universal Manufacturing Stationers, Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watt & Gillogly, Inc.
Watts, Alfred Allen, Co., Inc.
WILSON JONES CO.
Workman Mfg. Co.

Fountain Brush Pens

(See Brushes, Marking, Fountain)

Fountain Brushes (Stencil)

(See Brushes, Marking, Stencil)

Fountain Pen Desk Sets

(See Desk Sets, Fountain Pen)

Fountain Pen Repair Kits

(See Repair Kits, Fountain Pen)

Fountain Pen Repair Parts

American Pencil Co.
Arch Pen Co.
Avon Pen Products Co., Inc.
Barrett, C. E., & Co.
Gem Specialty Co.
Modern Pen Mfg. Co.
Ozark Pen Mfg. & Repair Co.
Pencraft, Inc.
Weidlich Pen Mfg. Co.
Welty Pen & Repair Co.

Fountain Pen-Mechanical Pencil (Combination)

American Pencil Co.
Arch Pen Co.
Avon Pen Products Co., Inc.
Barrett, C. E., & Co.
Duplex Pen & Pencil Co.
Holt Pen Co.
Hutcheon Bros.
Kahn, David, Inc.
Modern Pen Mfg. Co.
Ozark Pen Mfg. & Repair Co.
Pen-N-Pencil Co.
Quick Point Pencil Co.
Serolite Corp.
Southern Pen Co.
Stratford Pen Corp.
U. S. Victor Fountain Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Fountain Pen and Mechanical Pencil Sets

American Pencil Co.
Arch Pen Co.
Argo Pen-Pencil Co.
Arnold, R. L., Pen Co., Inc.
Avon Pen Products Co., Inc.
Barrett, C. E., & Co.
Diamond Point Pen Co., Inc.
Esterbrook Pen Co.
Everlast Pen Corp.
Eversharp, Inc.
Faber, Eberhard, Pencil Co.
Gem Specialty Co.
Hamilton Pen Co.
Holland, John, Gold Pen Co.
Holt Pen Co.
Hutcheon Bros.
Kahn, David, Inc.
Lipic, Joseph, Pen Co.
Majestic Pen Co.
Modern Pen Mfg. Co.
Monochrome Pen Co.
Moore Pen Co.
Morrison Fountain Pen Co.
New Diamond Point Pen Co.
Non-Stop Pen & Pencil Co.
Ozark Pen Mfg. & Repair Co.
Parker Pen Co.
Pen-N-Pencil Co.
Rite-Craft Co.
Rotary Pen Co.
Scripto, Inc.
Serolite Corp.
Sheaffer, W. A., Pen Co.
Southern Pen Co.
Stratford Pen Corp.
Tenner-Anderson Co.
U. S. Victor Fountain Pen Co., Inc.
Universal Fountain Pen & Pencil Co.
Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Fountain Pens (Ball-Point)

All-Rite Pen, Inc.
American Pencil Co.
Argo Pen-Pencil Co.
Arnold, R. L., Pen Co., Inc.
Arrowball Corp.
Avon Pen Products Co., Inc.
B-B Pen Corp.
Ball Pen Co.
Brown & Bigelow
Brownie Mfg. Co.
Buchsbaum, S., & Co.
Cleevelandt Corp.
Concord Pen Co.
Dean Mfg. Corp.
Diversey Machine Works
Duplex Pen & Pencil Co.
Eagle Pencil Co.
Eversharp, Inc.
Everlast Pen Corp.
Faber, Eberhard, Pencil Co.
Ferber Corp.
Fieldston Products Corp.
Fisher Pen Co.
Flo-Ball Pen Corp.
Holt Pen Co.
Inkograph Products Div.
Kahn, David, Inc.
Lipic, Joseph, Pen Co.
McLennon Pen Co.
Modern Pen Mfg. Co.
Morris, Bert M., Co.
Morrison Fountain Pen Co.
Ozark Pen Mfg. & Repair Co.
Non-Stop Pen & Pencil Co.
Paper-Mate Co., Inc.
Pencraft, Inc.
Pen-N-Pencil Co.
Pen-Rite Corp.
Ritepoint Co.
Robert-Murray Co., Inc.
Rotary Pen Co.
Scripto, Inc.

in this Edition of the INDEX ISSUE are listed

. . . over 1500 classifications of office utilities, cross-indexed for easy reference with all the manufacturers' names listed under the types of products they make.

. . . more than 2500 names and addresses of manufacturers of products marketed through office supply and equipment stores.

. . . over 4200 trade names — with the names of the manufacturers. A quick reference section for the busy buyer.

. . . more than 250 catalog-type ads. Ads that supplement listings in the BUYERS INDEX with useful information that helps buyers buy!

THE BUYERS INDEX ISSUE

. . . is your short cut to essential information.

●

Sheaffer, W. A., Pen Co.
Southern Pen Co.
Stratford Pen Corp.
Taubman, Samuel, Inc.
Universal Fountain Pen & Pencil Co.
U. S. Victor Fountain Pen Co., Inc
Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Fountain Pens (Ink Pencil)

American Pencil Co.
Faber, Eberhard, Pencil Co.
Inkograph Products Div.
Modern Pen Mfg. Co.
Ozark Pen Mfg. & Repair Co.
Scripto, Inc.
Serolite Corp.
Ullrich, J., & Co.
U. S. Victor Fountain Pen Co., Inc.
Universal Fountain Pen & Pencil Co.
Weidlich Pen Mfg. Co.

Fountain Pens (Nib Type)

Alexander Mfg. Co.
American Pencil Co.
Arch Pen Co.
Argo Pen-Pencil Co.
Arnold, R. L., Pen Co., Inc.
Avon Pen Products Co.
Baff Mfg. Co.
Barrett, C. E., & Co.
Changepoint, Inc.
Conklin Pen Co.
Diamond Point Pen Co., Inc.
Duplex Pen & Pencil Co.
Eagle Pencil Co.
Essex Corp.
Esterbrook Pen Co.
Everlast Pen Co.
Eversharp, Inc.
Faber, Eberhard, Pencil Co.
Gem Specialty Co.
Hamilton Pen Co.
Harris, J., & Co.
Holland, John, Gold Pen Co.
Holt Pen Co.
Hutcheon Bros.
Inkograph Products Div.
Kahn, David, Inc.
Lipic, Joseph, Pen Co.
Majestic Pen Co.
McLennon Pen Co.
Modern Pen Mfg. Co.
Monochrome Pen Co.
Moore Pen Co.
Morris, Bert M., Co.
Morrison Fountain Pen Co.
Nichols Products Co.
Non-Stop Pen & Pencil Co.
Ozark Pen Mfg. & Repair Co.
Palmer, A. N., Co.
Parker Pen Co.
Peerless Pen Co.
Pen-Rite Corp.
Rite-Craft Co.
Rotary Pen Co.
Schlosser Mfg. Co.
Scripto, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Serolite Corp.
Sheaffer, W. A., Pen Co.
Southern Pen Co.
Starr Pen Co.
Stratford Pen Corp.
Tenner-Anderson Co.
U. S. Victor Fountain Pen Co., Inc.
Universal Fountain Pen & Pencil Co.
Waterman Pen Co., Inc.
Weidlich Pen Mfg. Co.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Frames (Hanging Folder)

(See File Drawer Frames, Hanging Folder)

Frames (Stencil, Addressing Machine)

(See Stencils, Addressing Machine, Metal)

Functional Unit Furniture

(See Furniture, Modular Units)

Furniture (Bank and Fixtures)

Arnot and Co., Inc.
ART METAL CONSTRUCTION CO.

No. 1200 Sofa (matching club chair available) is a typical example of BRIGHT fine craftsmanship.

No. 667 Judges Chair, a truly distinctive number. Arms and Backs of foam rubber. Seat, foam rubber over a spring unit base. Customed in the finest leathers, this chair is the last word in comfort and durability.

BRIGHT stylists, designers and craftsmen have the knack of fashioning beautiful leathers and durable woods into rich, luxurious, comfortable office furniture. In the BRIGHT catalog is a complete line of upholstered leather office furniture. You and your customers will find just the right styling and designing to suit your own requirements. The outstanding quality of each of these numbers assures genuine satisfaction. And remember, BRIGHT creations are kept within reach of the buyer's purse.

Send for the BRIGHT catalog where you will find a wide variety of styles and designs to suit your trade — at attractive prices.

Bright
CHAIR COMPANY · INC.
MANUFACTURERS OF Upholstered Leather Furniture
133 BLEECKER ST., NEW YORK 13, N. Y.

Furniture (Bank and Fixtures)

(Continued from page 145)

BERGER MFG. DIV.
Equipto Div., Aurora Equipment Co.
Excellent Cabinet Works Co.
General Fireproofing Co.
Globe-Wernicke Co.
GUNLOCKE, W. H., CHAIR CO.
Johnson Chair Co.
Marble, B. L., Chair Co.
Michaels Art Bronze Co.
Newman Brothers, Inc.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Sloane, W. & J.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Furniture (Chrome, Tubular Steel)

American Fixture & Mfg. Co.
Ard Mfg. Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
Comfort Lines, Inc.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Fixtures Mfg. Corp.
Huron Chrome Products Mfrs.
Kentube Mfg. Co., Inc.
Lloyd Mfg. Co.
Office Furniture Wholesale Distributors
Precision Mfg. Co.
Royal Metal Mfg. Co.
Thomas Furniture Co. (Plastic Covered).
Troy Sunshade Co.
Virtue Bros. Mfg. Co.
WACO PRODUCTS, INC.

Furniture (Church)

Carondelet Mfg. Co.
DeMoulin Bros. & Co.
Kundtz, Theodor, Co.
Redington, J. P., & Co.
Southern Desk Co.
Svoboda Church Furniture Co

NIEMANN
a Century of Fine Furniture

NIEMANN
INCORPORATED · CHICAGO
Luxury in Leather
MANUFACTURERS OF FINE UPHOLSTERED FURNITURE

REPRESENTATIVES
James H. Davison
O. D. Mann
Marion V. Follin
Henry L. Guth
Arthur R. Frey
Homer Nix
330 E. OHIO STREET
CHICAGO, ILLINOIS

Furniture (Drafting Room)

(See Tables, Drafting and Drawing)

Furniture (Full Upholstered, Wood Frame)

Barcalo Mfg. Co.
Berkey Leather Furniture Corp.
Brenner, Wm., Furniture Corp.
BRIGHT CHAIR CO., INC.
Buckstaff Co.
Cardinal Sales, Inc.
Carlton-Surrey, Inc.
Congress Chair Co., Inc.
Decker, Isaac C., Inc.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
Imperial Leather Furniture Co.
INDIANA CHAIR CO.
Jamestown Lounge Co.
Johnson Chair Co.
KENMAR MFG. CO.
Kingdom Mfg. Co.
Marble, B. L., Chair Co.
Miller, Herman, Furniture Co.
Modernize
Monarch Furniture Co.
Monroe Upholstery Shops, Inc.
Morse, Ralph, Furniture Co.
National Furniture Mfg. Co.
Newark Chair & Furniture Co., Inc.
NIEMANN, INC.

write today!
Complete addresses of all Manufacturers listed in this Index begin on page **5**

Nationally Advertised

UPHOLSTERED FURNITURE

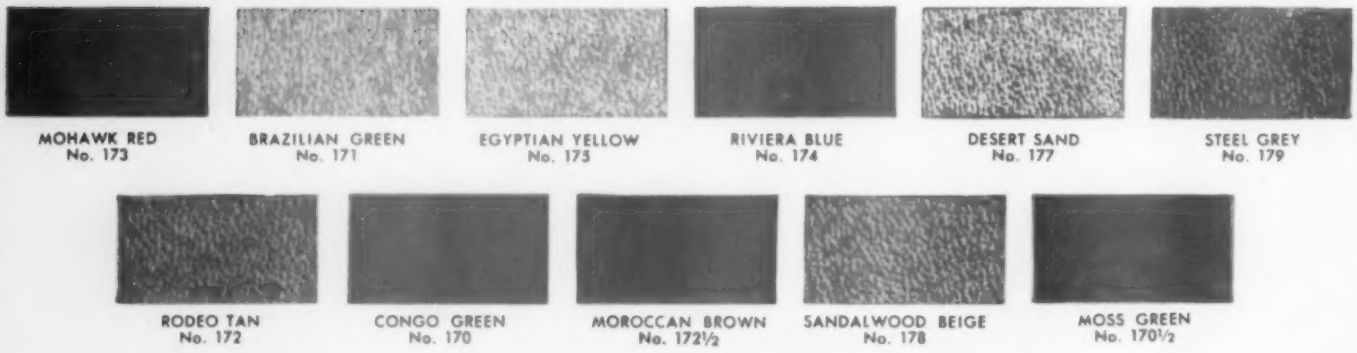
featuring **BOLTAFLEX AND NAUGAHYDE**

. . . KENMAR RECOMMENDS *Boltaflex*

ALL-PLASTIC UPHOLSTERY

Colorful, long-lasting Boltaflex plastic upholstery adds beauty and distinction to Kenmar-built furniture. Boltaflex is guaranteed not to chip or peel. It is tough, durable and highly resistant to staining, scuffing, fading and wearing.

Boltaflex Top-Grain Finishes



ALSO nylonized *Boltaflex**

The New Better Supported Plastic Upholstery

Here is famous, rugged Boltaflex backed with fabulous, tough nylon fibres. Handsome, luxurious, Nylonized Boltaflex possesses wear-resistance and durability above and beyond standard upholstery requirements. It is the first . . . the only . . . backed plastic ever developed that can be stretched uniformly **in all directions.** Will not chip or peel.

COLORS - OXBLOOD RED, MINT GREEN, DESERT SAND, STEEL GREY, RODEO TAN, MOROCCAN BROWN, BRAZILIAN GREEN

CARE AND MAINTENANCE

Easy-to-care for Boltaflex and Nylonized Boltaflex wipe clean with a damp cloth. Use a mild soap if necessary. In general, remove all stains at once. For stains resulting from lipstick, crayon, ink: immediately rub with a cloth dampened with rubbing alcohol. Stains resulting from shoe polish, tars, asphalt, creosote, paint, etc.: immediately rub with kerosene or similar cleaning agent. CAUTION: Do not allow nail polish remover or paint remover to come in contact with Boltaflex. Do not cut or puncture.

**Patents on Nylonized Boltaflex are pending.*

THE KENMAR®
2600 GROUP

For smartness, quiet dignity and easy comfort, this distinguished Lawson-style group has no equal. Quality construction . . . full innerspring base and back. Available in Blond or Mahogany wood finish legs. PLEASE SPECIFY ON ORDER.

NO. 2601 Lounge Chair
32" wide, 36" deep, 33" high

NO. 2602 Love Seat
58" wide, 36" deep, 33" high

NO. 2605 Left Section
NO. 2607 Right Section
30" wide, 36" deep, 33" high

NO. 2606 Center Section
24" wide, 36" deep, 33" high

NO. 2603 Left Half Sofa
NO. 2604 Right Half Sofa
41" wide, 36" deep, 33" high

NO. 2600 Sofa
80" wide, 36" deep, 33" high

Choice of Boltaflex or Naugahyde
(Reversible, Zipper Closure, Spring Filled Cushions)
Construction • See Back Page

KENMAR Recommends

An Unbeatable Combination For Today's Finest Furniture!

Elastic U. S. Naugahyde

VINYL UPHOLSTERY

OUTSIDE *Long-Wearing Beauties*

- Strong, stretchable knitted fabric backing
- New non-migratory plasticizer resists wear and aging
- Dry slip finish for greater comfort
- Will not crack or split
- No ripped seams or pulled buttons
- Elastic Naugahyde and U. S. Koylon are compatible
  No cotton separation needed

U. S. Koylon Foam Rubber

INSIDE *Long-Wearing Comfort*

- Specified by foremost designers; preferred by leading manufacturers
- Cool, self-ventilating, dust-free, moth-repellent, non-allergenic
- Self-fluffing—needs no "plumping"
- Uniformly resilient for greater seating comfort
- Keeps that "new-cushion" look and feel for years

PRODUCTS OF THE UNITED STATES RUBBER COMPANY

THE KENMAR®

Casual GROUP

TRADE MARK

PAT. No. D-168059

U. S. KOYLON FOAM CUSHIONING ON ALL PIECES

Curl Up . . . Stretch Out . . . Relax! That's the big feature of Kenmar "Casual". Clean sweeping lines . . . deep cushioned foam rubber . . . comfort unlimited! Four matching pieces that make possible arrangements unlimited!

Available with Natural, Mahogany or Ebony Wood Finish Legs. Please Specify on Order.

NO. 2006R Lounge
81" wide, 34" deep, 31" high

NO. 2007R Left 3/4 Sofa
72" wide, 34" deep, 31" high

NO. 2006R Chair
32" wide, 32" deep, 32" high

NO. 2008R Right 3/4 Sofa
72" wide, 34" deep, 31" high

Choice of Naugahyde or Nylonized Boltaflex
(Reversible, Zipper Closure, Foam Rubber Cushions)

LARGE ENOUGH FOR A 6-FOOTER TO CAT-NAP

Construction • See Back Page

THE KENMAR®

BUDGET GROUP

Here's a popular modern group designed for limited budgets. The four matching pieces can be arranged to fit most room requirements. Quality Kenmar construction of course.

NO. 583 Left Arm 1/2 Sofa
42" wide, 34" deep, 30" high

NO. 584 Right Arm 1/2 Sofa
42" wide, 34" deep, 30" high

NO. 580 Lounge Chair
36" wide, 34" deep, 30" high

NO. 580 Sofa
76" wide, 34" deep, 30" high

Available in Boltaflex or Naugahyde
(Reversible, Zipper Closure, Spring Filled Cushions)

Construction • See Back Page

KENMAR®
contoured
RECLINING CHAIRS

Made under the following patent numbers
2604141 D-166815 D-165717 2516712

FOR PERFECT RELAXATION AND THE MID-AFTERNOON CAT-NAP

FOR READING

FOR RELAXING

FOR SLEEPING

NO. 380—Modern Design
30" wide, 40" deep, 38" high

NO. 383R—Molded foam rubber seat and back.
30" wide, 38" deep, 39" high

NO. 385—Modern Lawson
31" wide, 38" deep, 38" high

NO. 388R—Modern Lawson with molded foam rubber seat and back
31" wide, 37" deep, 39" high

Leg Extensions
for 6 Footers
Slightly Extra

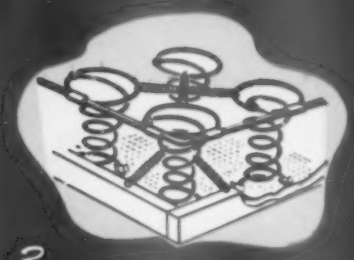
Available in Boltaflex or Naugahyde

Construction • See Back Page

Construction Features of KENMAR-BUILT *Furniture*

1

2



3

4

5

6 *Zipper Cushion Closures*

Rock-a-File STEEL modular furniture

Patents Pending

THE OFFICE OF TOMORROW...TODAY!

Rock-a-File Modular Office Furniture and Equipment, the sensational result of sound engineering principles plus up-to-the-minute design, combines efficiency, comfort *and beauty* for all types of offices. With Rock-a-File Modular, the cold, unattractive office "look" resulting from an accumulation of pieces completely unrelated in design and appearance is a thing of the past.

Available in steel (shown above) or wood construction, each Rock-a-File Modular unit—desk, file, bookcase, waste receptacle, typewriter cabinet, drawer cabinet and shelf storage cabinet—connects to companion units in any desired arrangement. Modular file cabinet units incorporate all the basic features of the popular Rock-a-File side-opening file.

Whether in private or general office use, Rock-a-File Modular units provide complete flexibility of layout with maximum space economy *plus* vitally important comfort, efficiency and harmonious appearance. Steel units are available in gray or walnut finish; wood units available in genuine walnut only.

Rock-a-File

The Only MODERN File

Rock-a-File features compartments that "rock" open sideways, provides the same capacity as ordinary files in two-thirds the floor space. Compartments project only slightly when open. All contents instantly available . . . two or more persons can file simultaneously. Standard letter and legal size models available.

Rock-a-File Personal File

The perfect private-office file—ideal for home use, too. Features space-saving advantages of side-filing plus effortless operation of "rocking" compartments. Standard letter size, two-compartment model stands 32 inches high. Available in satin-gray or walnut finish.

Send for FREE descriptive literature

ROCK-Elite

PLASTIC CARD GUIDES

Made of lightweight, transparent, long-lasting plastic. Guide and tab of one-piece construction, eliminating undesirable bulk that causes cards to "fan" forward. Full "angled visibility." Entire tab is transparent—no tiny "window" to limit label size. Guides can be bent double and spring back to original shape—will not become brittle or crack—will not "flash burn." Available in 3 x 5, 4 x 6, 5 x 8 and tabulating sizes, each in a wide label assortment for popular systems.

ROCKWELL-BARNES COMPANY
35 East Wacker Drive • Chicago 1, Ill.

built for the PRESIDENT...
and priced for the TREASURER

Gregson 50 series, Swivel and Arm Chair.

Gregson 50 series, Seat and Side Chair.

No. 301-A

No. 303-A

No. 200

No. 652

No. 658

EVERYONE'S HAPPY when you sell them Gregson Chairs . . . You make a fair profit and your customer gets top value. Gregson Chairs are comfortable, well tailored, and well proportioned with a distinctive styling. And they are economical too . . . reasonably priced and built to stand up under hard usage.

Yes . . . even the man who pays the bill is happy when you sell him Gregson Chairs.

DEALER INQUIRIES INVITED

GREGSON MANUFACTURING COMPANY

Manufacturers of Office and School Chairs

LIBERTY, NORTH CAROLINA

Gregson

Furniture (Full Upholstered, Wood Frame)

(Continued from page 146)

Princeton Upholstery Co., Inc.
SCERBO, FRANK, & SONS, INC.
Sloane, W. & J.
Stanley Mfg. Co.
Stationers Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Thonet Industries, Inc.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Furniture (Library, Card Catalog Files)

ART METAL CONSTRUCTION CO.
Excellent Cabinet Works Co.
Gaylord Bros.
Globe-Wernicke Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Sjostrom, John E., Co.
Yawman and Ebre Mfg. Co.

Furniture (Library, Chairs)

ART METAL CONSTRUCTION CO.
Berkey Leather Furniture Corp.
Buckstaff Co.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Gaylord Bros.
General Fireproofing Co.
Globe-Wernicke Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
Lyon Metal Porducts, Inc.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
National School Equipment Co.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Shaw-Walker Co.
Sjostrom, John E., Co.
Sloane, W. & J.
Stow & Davis Furniture Co.
Thomas Furniture Co.
Thonet Industries, Inc.
Yawman and Erbe Mfg. Co.

Furniture (Library, Charging Desks)

ART METAL CONSTRUCTION CO.
Excellent Cabinet Works Co.
Gaylord Bros.
Globe-Wernicke Co.
National School Equipment Co.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sjostrom, John E., Co.

Furniture (Library, Shelving)

ART METAL CONSTRUCTION CO.
Excellent Cabinet Works Co.
Gaylord Bros.
Globe-Wernicke Co.
Interior Steel Equipment Co.
Lyon Metal Products, Inc.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sjostrom, John E., Co.

Furniture (Library, Tables)

ART METAL CONSTRUCTION CO.
Buckstaff Co.
Doehler Metal Furniture Co., Inc.
Excellent Cabinet Works Co.
Gaylord Bros.
Globe-Wernicke Co.
JASPER TABLE CO.
National School Equipment Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Shaw-Walker Co.
Sjostrom, John E., Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Thonet Industries, Inc.
Wells Furniture Mfg. Co.

SCHOOL EQUIPMENT & SUPPLY DEALERS

ROWLES
is the dependable source for all your
SCHOOL EQUIPMENT

- ★ Classroom Seating
- ★ Primary Furniture
- ★ Table & Chairs
- ★ Library Equipment
- ★ Vocational Furniture
- ★ Teacher's Desks
- ★ Chalkboards
- ★ Bulletin Boards
- ★ Aluminum Chalkboard Trim
- ★ Framed Blackboards
- ★ Blackboard Erasers
- ★ Window Shades
- ★ Darkening Shades
- ★ Darkening Channels
- ★ Misc. Classroom Equipment

Rowles offers you a complete line of high quality school furniture & equipment—everything you need to provide your customers with the specialized kind of service they need.

Make Rowles—a favorite for more than 50 years—your headquarters for all your school equipment needs.

Write for the latest Rowles School Equipment catalog and complete information on the Rowles School Equipment Dealership Program.

E. W. A. ROWLES COMPANY
ARLINGTON HEIGHTS, ILL.

ROWLES
School Equipment

Furniture (Lodge)

Decker, Isaac C., Inc.
Emeco Corp.
General Fireproofing Co.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
Heywood-Wakefield Co.
Leopold Co.
Marble, B. L., Chair Co.
Monarch Furniture Co.
Royal Metal Mfg. Co.
Thomas Furniture Co.

Furniture (Matched Office Suites, Metal)

ALL-STEEL EQUIPMENT INC.
American Fixture & Mfg. Co.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Metal Office Furniture Co.
PEERLESS STEEL EQUIPMENT CO.
ROCKWELL-BARNES CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Furniture (Matched Office Suites, Wood)

Alma Desk Co.
Carlton-Survey, Inc.
Clemco Desk Mfg. Co.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Leopold Co.
Miller, Herman, Furniture Co.
Myrtle Desk Co.
National Cabinet Co.
National Desk Co.
ROCKWELL-BARNES CO.
SCERBO, FRANK, & SONS, INC.
Shelbyville Desk Co.
Sloane, W. & J.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wilhite Mfg. Co., Inc.

Furniture (Modular Units)

Arnot and Co., Inc.
ART STEEL SALES CORP.
G. R. Products, Inc.
Globe-Wernicke Co.
Korda Industries
Miller, Herman, Furniture Co.
ROCKWELL-BARNES CO.

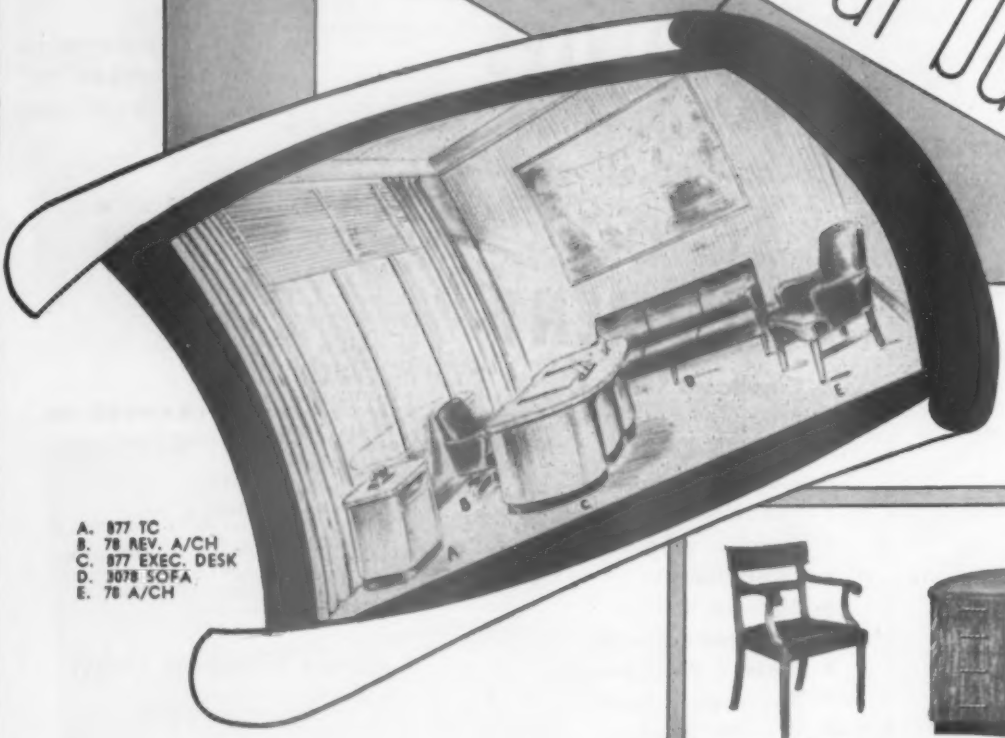
Furniture (Reception Room, Chairs, Metal)

American Fixture & Mfg. Co.
Ard Mfg. Co.
ART METAL CONSTRUCTION CO.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Globe-Wernicke Co.
Lloyd Mfg. Co.
Lyon Metal Products, Inc.
Maso Steel Products
Modernize
Precision Mfg. Co.
Shaw-Walker Mfg. Co.
Thomas Furniture Co.

Furniture (Reception Room, End Tables, Metal)

American Fixture & Mfg. Co.
Ard Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Globe-Wernicke Co.
HASKELL, INC.
Lloyd Mfg. Co.
Modernize
Precision Mfg. Co.
Sherman-Manson Corp.
Thomas Furniture Co.

Designed to your specifications to meet your budget



A. 877 TC
B. 78 REV. A/CH
C. 877 EXEC. DESK
D. 3078 SOFA
E. 78 A/CH

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Furniture (Reception Room, Settees, Metal)

American Fixture & Mfg. Co.
Ard Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Globe-Wernicke Co.
Lloyd Mfg. Co.
Modernize
Thomas Furniture Co.

Furniture (Reception Room, Chairs, Wood)

Ard Mfg. Co.
Atlantic Furniture Products Co., Inc.
Berkey Leather Furniture Corp.
Buckstaff Co.
Carlton-Surrey, Inc.
Decker, Isaac C., Inc.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
INDIANA CHAIR CO.
Johnson Chair Co.
Kingdom Mfg. Co.
Lloyd Mfg. Co.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
Modernize
Monarch Furniture Co.
SCERBO, FRANK, & SONS, INC.
Stow & Davis Furniture Co.
Thomas Furniture Co.
Thonet Industries, Inc.
Wisconsin Chair Co.
Worden Co.

Furniture (Reception Room, End Tables, Wood)

Ard Mfg. Co.
Atlantic Furniture Products Co., Inc.
Carlton-Surrey, Inc.
Geller, J. R.
JASPER DESK CO.
Lloyd Mfg. Co.
Modernize
SCERBO, FRANK, & SONS, INC.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Thonet Industries, Inc.

Furniture (Reception Room, Settees, Wood)

Berkey Leather Furniture Corp.
Buckstaff Co.
Carlton-Surrey, Inc.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
Lloyd Mfg. Co.
Marble, B.L., Chair Co.
Milwaukee Chair Co.
Modernize
Monarch Furniture Co.
SCERBO, FRANK, & SONS, INC.
Stow & Davis Furniture Co.
Thomas Furniture Co.
Thonet Industries, Inc.
Wisconsin Chair Co.

Furniture (School, Chairs)
(See also Chairs, Tablet Arm)

Adirondack Chair Co.
American Seating Co.
Arlington Seating Co.
Beckley-Cardy Co.
BRADLEY, MILTON, CO.
Buckstaff Co.
Emeco Corp.
General School Equipment Co.
GREGSON MFG. CO.
Griggs Equipment Co.
GUNLOCKE, W. H., CHAIR CO.
Haney School Furniture Co.
Heywood-Wakefield Co.
INDIANA CHAIR CO.
Irwin Seating Co.
JASPER SEATING CO.
Krueger Metal Products, Inc.
Lyon Metal Products, Inc.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
Modernize
National School Equipment Co.
Norcor Mfg. Co.
Peabody Co.
ROWLES, E. W. A., CO.
Thonet Industries, Inc.
Worden Co.

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Heywood-Wakefield Co.
Irwin Seating Co.
National School Equipment Co.
Peabody Co.
ROWLES, E. W. A., CO.
Thonet Industries, Inc.

Furniture (School, Desks, Students')

Adirondack Chair Co.
American Seating Co.
Arlington Seating Co.
Beckley-Cardy Co.
BRADLEY, MILTON, CO.
Buckstaff Co.
Griggs Equipment Co.
JASPER TABLE CO.
Krueger Metal Products, Inc.
McLeod Furniture Co.
National School Equipment Co.
Norcor Mfg. Co.
Peabody Co.
ROWLES, E. W. A., CO.
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Thonet Industries, Inc.

Furniture (School, Desks, Teachers')

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
Beckley-Cardy Co.
HASKELL, INC.
Home-O-Nize Co.
INDIANA DESK CO.
JASPER DESK CO.
McLeod Furniture Co.
National School Equipment Co.
PEERLESS STEEL EQUIPMENT CO.
Rishel, J. K., Furniture Co.
ROWLES, E. W. A., CO.
STANDARD FURNITURE CO.
Wells Furniture Mfg. Co.
Worden Co.

Furniture (School, Tables)

Adirondack Chair Co.
American Seating Co.
Arlington Seating Co.
Beckley-Cardy, Co.
BRADLEY, MILTON, CO.
Buckstaff Co.
Griggs Equipment Co.
HASKELL, INC.
JASPER DESK CO.
JASPER TABLE CO.
McLeod Furniture Co.
National School Equipment Co.
PEERLESS STEEL EQUIPMENT CO.
Rishel, J. K., Furniture Co.
ROWLES, E. W. A., CO.
STACOR EQUIPMENT CO.
STANDARD FURNITURE CO.
Thonet Industries, Inc.
Wells Furniture Mfg. Co.
Worden Co.

Furniture Repair Kits

General Cement Mfg. Co.

Gathering Machines
(See Collating Machines)

Gathering Racks
(See Racks, Gathering)

Gavels and Accessories

Horn, W. C., Bro. & Co.
LIGNUM-VITAE PRODUCTS CORP.

Glass Desk Top Stripping and Pads

Artistic Desk Pad & Novelty Co.
Auburn Mfg. Co.
Bache, Semon, & Co.
BANOV-BERNSLEY & CO.
Continental Felt Co.
Floorcraft Co.
Fox, George E., & Co.
General Cement Mfg. Co.
Glaziers' Tool Mfg. Corp.
Pittsburgh Plate Glass Co.
POLAR MFG. CO.
SAINBERG & CO., INC.

Glass (Picture)

Bache, Semon, & Co.

Glasses (Reading and Magnifying)

American Thermo-Ware Co., Inc.
Bache, Semon, & Co.
Bausch & Lomb Optical Co.
Brown, Arthur, & Bro.
Brownie Mfg. Co.
Buhl Optical Co.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
Copy Right Mfg. Corp.
Edroy Products Co.
Fee & Stemwedel, Inc.
Gits Molding Corp.
Holliday, R. M., Co.
Montgomery & Co., Inc.
New Era Optical Co.
Pen-N-Pencil Co.
Pike, E. W., & Co.
Swift & Anderson, Inc.

Glassware (Stationers)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
Canton Glass Co., Inc.
I.D.L. MFG. & SALES CORP.
McKee Glass Co.
Rodefer Glass Co.
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.

Glides and Tips (Furniture)

Armstrong Cork Co.
Atlas Tack Corp.
BASSICK CO.
Colson Corp.
Darnell Corp., Ltd.
FAULTLESS CASTER CORP.
Floorcraft Co.
Laurel Co.
MASTER MFG. CO.
National Lock Co.
Phoenix Caster Co., Inc.
Rice Caster Co.
Schacht Rubber Mfg. Co.
Sneath Glass Co.
Toledo Metal Furniture Co.

Glides and Tips (Furniture, Adjustable)

Adjustable Caster Co.
Blake Industries (Automatic)
FAULTLESS CASTER CORP.
Illinois Lock Co.

Globes (Geographical)

Cram, George F., Co.
Denoyer-Geppert Co.
Nystrom, A. J., & Co.
Rand McNally & Co.
Replogle Globes, Inc.
Weber Costello Co.

Glue

(See Adhesives)

Gold and Roll Leaf

Ackerman-Gould Co.
Franklin Mfg. Corp.
Hahn, Peter J., & Sons Co.
Peerless Roll Leaf Co., Inc.
Post Electric Co., Inc.
Simplex Gold Stamping Press Co.

Gold Stamping Machines)

(See Embossing and Stamping Machines)

Gooseneck Lamps

(See Lamps, Gooseneck)

Graphic Chart Boards

(See Chart Boards, Graphic)

Graphic Chart Sheets

(See Forms, Graphic Chart)

Greeting Card Racks

(See Racks, Greeting Card)

Greeting Cards

American Greetings, Inc.
Buzza-Cardozo, Inc.
Gartner & Bender, Inc.
Gerlach-Barklow Co.
Gibson Art Co.
Hall Bros., Inc.
Messenger Corp.
Norcross, Inc.
Rust Craft Publishers, Inc.
Stanley Greetings, Inc.
Stuart Greetings, Inc.
Volland, P. F., Co.
White & Wyckoff Mfg. Co.
Wiggins, John B., Co.

Guards (Desk Leg)

(See Bumpers and Guards, Furniture)

Guest Books

(See Books, Guest)

Guest Checks (Restaurant)

(See Forms, Guest Check, Restaurant)

Guides (Index)

(See Index Guides)

Guides (Lettering)

(See Lettering Guides)

Gummed Cloth (Eyelets and Patches)

Beckley-Cardy Co.
BOORUM & PEASE CO.
Demco Library Supplies
DENNISON MFG. CO.
Gaylord Bros., Inc.
Graff, George B., Co.
Gummed Tape & Devices Co.
Hyman, L., & Sons Co.
I.D.L. MFG. & SALES CORP.
May, J. L., Co.
Pagell, Alfred H.
REYBURN MFG. CO., INC.
Smith, Charles C., Co.
Universal Pad & Tablet Corp.
WARSHAW MFG. CO., INC.

Gummed Seals (Paper)

(See Seals, Paper, Gummed)

Gummed Tape (Mending)

(See Tape, Gummed, Mending)

Gummed Tape (Pressure-Sensitive)

(See Tape, Gummed, Pressure-Sensitive)

Gummed Tape (Sealing, Paper)

(See Tape, Gummed, Sealing, Plain)

Gummed Tape Sealing Machines

(See Dispensers, Gummed Tape, Sealing)

Gummed Tape Sealing Machines (Pressure-Sensitive)

(See Dispensers, Pressure-Sensitive Tape)

Hand Cleansing Cream

Allied Carbon & Ribbon Mfg. Corp.
American Photocopy Equipment Co.
American Stencil Mfg. Co.
Ames Supply Co.
Autocopy, Inc.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co.
Cadie Chemical Products, Inc.
Carter's Ink Co.
Codo Mfg. Corp.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Ditto, Inc.
Dr. Scat Chemical Co.
Duplicopy Co.
Fawn Brands, Ltd.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Gel-Sten Supply Co., Inc.
Gies, Walter G., Co.
Graphic Duplicator Co.
Gregory Fount-O-Ink Co.
Harding, Milo, Co.
Hectographia Corp.
HEYER CORP.
Krayer Mfg. Co.
Magnus Chemical Co. (Powder)
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Niagara Duplicator Co.
Old Town Corp.
Packwood, G. H., Mfg. Co.
Phillips Process Co., Inc.
Pres-To-Line Corp. of America
Rex-O-Graph, Inc.
Ronnie Products, Inc.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Speed-O-Print Corp.
Spiritform Co.
Standard Duplicating Machines Corp.
Technygraph Co.
Tru-Rite, Inc.
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.
Wright Duplicator Div., Hart Mfg. Co

Handles (Parcel)

(See Package Handles)

Hangers (Coat, Wire and Wood)

Appliance Products Co.
Belmar Mfg. Co.
Berkeley Industries
Hecht Fixture Co.
Hincher Mfg. Co.
Judd, H. L., Co., Inc.

Hangers and Hooks (Picture)

DENNISON MFG. CO.
Grammes, L. F., & Sons, Inc.
Hampden Mfg. Co., Inc.
May, J. L., Co.
Moore Push-Pin Co.
Mounties, Inc.
REYBURN MFG. CO., INC.

Hanging Files

(See Files, Hanging)

Hanging Folders

(See Filing Folders, Hanging)

Hardware (Cabinet)

American Cabinet Hardware Corp.
Grammes, L. F., & Sons, Inc.
Grant Pulley & Hardware Co.
Greene, G. G., Mfg. Corp.
Judd, H. L., Co., Inc.
Liebman, A. L., & Son, Inc.
National Brass Co.
National Lock Co.
St. Louis Hardware Mfg. Co.
Weber-Knapp Co.

Hat and Coat Racks

(See Racks, Hat and Coat)

Hectograph Carbons

(See Carbon Paper, Hecto-Spirit)

Hectograph Ribbons

(See Ribbons, Hectograph)

Hectographs

(See Duplicators, Gelatin)

High Line Equipment

(See Files, High Line)

Holders (Badge, Convention, Etc.)

Adams, S. G., Co.
American Kleer-Vu Plastics, Inc.
Bastian Brothers Co.
Blank, Arthur, & Co., Inc.
Cooks', Inc.
Green Duck Metal Stamping Co.
Guedon Co.
Identification Service Corp.
Irwin-Hodson Co.
Kingsbacher-Murphy Co.
MEIER, JOSHUA, CO., INC.
Meyer & Wenthe, Inc.
NORTHWESTERN STAMP WORKS
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Simon Products Co.
Stafford, N., Co.
Vita Specialties Co., Inc.

Holders (Book, For Reading)

(See also Racks, Book)

Bookmaster Co.
Franklin Table Co.
LIT-NING PRODUCTS CO.
Lynch-Jamentz Co.
Mayer Mfg. Co.
Noka Mfg. Co.
Northfield Specialties Co.

Holders (Card, Transparent)

Acromark Co.
Adams, S. G., Co.
American Kleer-Vu Plastics, Inc.
AIGNER, G. J., CO.
Ames Safety Envelope Co.
Blank, Arthur, & Co., Inc.
CEL-U-DEX CORP.
Cooks', Inc.
Forbes Products Corp.
Gits Molding Corp.
Guedon Co.
Handi-Hinge
Irwin-Hodson Co.
Kingsbacher-Murphy Co.
Landa Leather Products Co.
Markilo
MEIER, JOSHUA, INC.
NORTHWESTERN STAMP WORKS
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Royal Index Tab Co.
SMEAD MFG. CO., INC.
Troy Sunshade Co.
Vita Specialties Co.

Holders (Catalog)

(See Binders, Catalog, Counter Rack)

Holders (Check or Deposit Slip)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Baker Check Tray Co.
Currier Mfg. Co.
NU-CRAFT PRODUCTS CO.

Holders (Job Ticket)

AIGNER, G. J., & CO.
American Kleer-Vu Plastics, Inc.
Blank, Arthur, & Co.
Burkhardt Co.
Cooks', Inc.
Forbes Products Corp.
Guedon Co.
Keep Klean Auto Products Co., Inc.
Kingsbacher-Murphy Co.
Landa Leather Products Co.
Markilo
MEIER, JOSHUA, CO.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Rochester Wire-O-Binding, Inc.
SMEAD MFG. CO., INC.
Transparent Specialties Corp.
Vita Specialties Co.

Holders (Lead)

American Pencil Co.
Faber, Eberhard, Pencil Co.
Griffin Mfg. Co.
Koh-I-Noor Pencil Co., Inc.
Ozark Pen Mfg. & Repair Co.
STAEDTLER, J. S., INC.
Victorian Pencil Co.
Winslow Product Engineering Co.

Holders (Mail Bag)

Canvas Products Co.
Commerical Controls Corp.
Mailers Equipment Co.

Holders (Memo Pad)

(See Memo Pads and Holders, Desk)

Holders (Pen)

(See Penholders)

Holders (Pen and Pencil)

(See Racks, Pen and Pencil)

Holders (Price Card)

(See also Label Holders, Shelf, Drawer)

AIGNER, G. J., CO.
Almac Plastics, Inc.
Eureka Specialty Printing Co.
Gits Molding Corp.
Hampden Mfg. Co., Inc.
Hecht Fixture Co.
HEDGES MFG. CO.
Heller, W. C., & Co.
I.D.L. MFG. & SALES CORP.
Kimball, A., Co.
Landa Leather Products Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Orthwine, Rudolf, Corp.
Prym, William, Inc.
Reflector-Hardware Corp.
Timberlake, J. B., & Sons
Vita Specialties Co.

Holders (Sheet, Aluminum)

BOORUM & PEASE CO.
Boyce, A. E., Co.
Burkhardt Co.
ELBE FILE & BINDER CO., INC.
Loose Leaf House
Master-Craft Corp.
Metal Products Engineering, Inc.
National Blank Book Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Uarco, Inc.
WILSON JONES CO.

Holders (Sheet, Canvas Covered)

BOORUM & PEASE CO.
Boyce, A. E., Co.
Burkhardt Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Free Hand Binder Co.
Grand Rapids Loose Leaf Binder Co.
I.D.L. MFG. & SALES CORP.
Loose Leaf House, The
Master-Craft Corp.
McBee Co.
McMillan Book Co.
National Blank Book Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
WILSON JONES CO.

Holders (Telephone Receiver, Shoulder Type)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Chicago Specialties Mfg. Co.
MAYFAIR CO.
Morris, Bert M., Co.
Rest-A-Phone Co.
Reyam Plastic Products Co.
Superior Household Mfg. Co.

Holders (Tool)

Hobby Hill

Holiday Signs (Bank, Etc.)

(See Signs, Holiday, Bank, Etc.)

Honor Rolls

ACME BULLETIN & DIRECTORY CORP. (Wood)
Adams, S. G., Co.
Clark, R. W., Mfg. Co.
Erco Mfg. Co. (Bronze)
Gibson, A. C., Co., Inc.
International Bronze Tablet Co., Inc. (Bronze)
Kutch, Walter E., Co. (Bronze)

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LIT-NING CALLBOARD shows time-of-return information plus spacious compartments for telephone messages and memos for 12 persons! Carefully designed construction allows for increase of names and additional message racks. Information is available from EITHER side.

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No. 4HL

Horizontal File

No. 12JTR

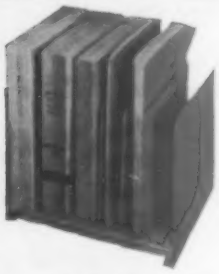
Job Ticket Rack

No. 6V

Vertical File

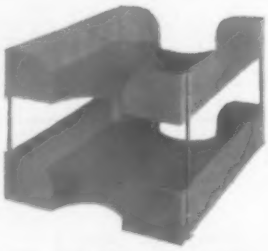
No. 2S

Stationery Holder



No. 1BR

Book Rack



No. 1D

Vertical Desk Tray

No. 1K

Kard-Keeper

No. 1CF

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Honor Rolls

(Continued from page 161)

Matthews, James H., & Co.
Michaels Art Bronze Co., Inc. (Bronze)
Newman Bros., Inc. (Bronze)
NORTHWESTERN STAMP WORKS
Pan American Bronze Co. (Bronze)
Stafford Mfg. Co., Inc.
U. S. Bronze Sign Co., Inc.

Hooks (Display)

(See Clips, Display)

Hooks (Filing)

(See Files, Hanging Hook)

Hotel Registers

(See Registers, Hotel, Tourist Court)

Humidifiers

Carrier Corp.
Fresh'nd-Aire Co.
Safeguard Corp.
Viking Air Conditioning Corp.
Walton Laboratories, Inc.

Humidors

American Binder Co.
BANOV-BERNSLEY & CO.
Charm Products Mfg. Corp.
Decatur Industries, Inc.
Ferguson Bros. Mfg. Co.
GIFT CRAFT LEATHER CO.
McDONALD PRODUCTS CORP.
Merchants Box Co.
Park Sherman Co.
POLAR MFG. CO.
SAINBERG & CO., INC.
SMITH METAL ARTS CO., INC.
Stationers Specialty Corp.
Trend Clocks, Inc.

Illustration Boards, Bristols

Bainbridge's, Charles T., Sons
Brown, Arthur, & Bro.
Brown, L. L., Paper Co.
Bruning, Charles, Co., Inc.
Chicago Cardboard Co.
Craftint Mfg. Co.
Elliott, B. K., Co.
Favor, Ruhl & Co.
Hano Paper Co., Inc.
Hurlock Bros. Co., Inc.
National Card, Mat & Board Co.
Nobema Products Corp.
Post, Frederick, Co.
Rhode Island Cardboard Co.
Weber, F. Co., Inc.
Weil, J. H., & Co.

In and Out Boards

(See also Will Return Signs, Clock Type)

ACME BULLETIN & DIRECTORY BOARD CORP.
DAVENPORT, A. C., & SON, INC.
Educational Exhibition Co.
Heirloom Co.
LIT-NING PRODUCTS CO.
Melind, Louis, Co.
Plastic Fabricators Co.
Tablet & Ticket Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Weeks, Frank A., Mfg. Co.

Income Tax Manuals and Guides

Simon & Schuster
Tax Digest
VICTOR SAFE & EQUIPMENT CO., INC.

Income Tax Records

(See Forms, Income Tax Record)

Index Cards

ACME VISIBLE RECORDS, INC.
Affleck Stationery Co.
AIGNER, G. J., CO.
AMBERG FILE & INDEX CO.
AMERICAN PAD & PAPER CO.
ASSOCIATED STATIONERS SUPPLY CO.
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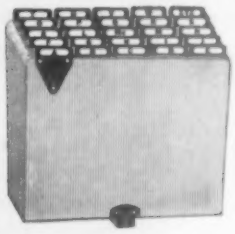

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Index Sales Corp.
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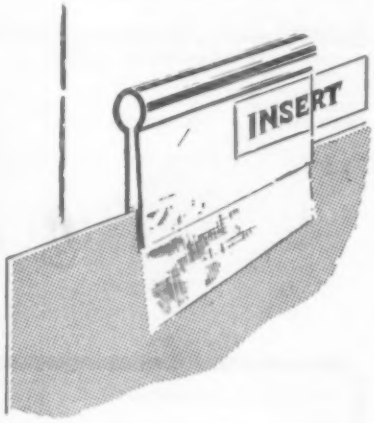

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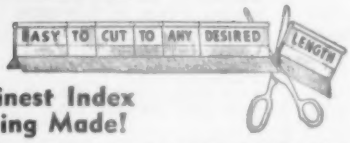

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(Continued from page 165)

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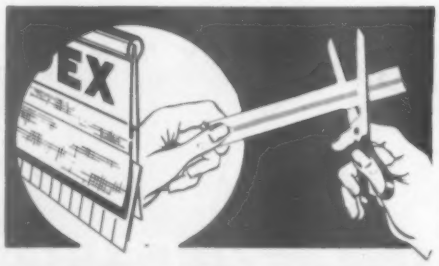
(See Index Systems, Binder)



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Craftint Mfg. Co.
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Matthews, James H., & Co.
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Meyer & Wenthe, Inc.
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Robinson International Corp.
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Scriptex Products Co., Inc.
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BANKERS & MERCHANTS, INC.
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American Crayon Co.
American Writing Ink Co., Inc.
BRADLEY, MILTON, CO.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc. (Powdered)
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Underwood, John, & Co.

Inks (Show Card)

(See Show Card Colors)

Inks (Stamp Pad)

Acromark Co.
Adams, S. G., Co.
American Writing Ink Co., Inc.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Botts Mfg. Co.
Cardinell Corp.
Carter's Ink Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Consolidated Stamp Mfg. Co., Inc.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Dri-Flo Mfg. Co.
Franklin Ribbon & Carbon Co., Inc.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Kirk Ink Co.
Kodye, Inc.
Krengel Mfg. Co., Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Miller, C. H., Co.
Mittag & Volger, Inc.
Peerless Office Products Corp.

Inks (Stamp Pad)

(Continued from page 167)

Phillips Process Co., Inc.
Pomeroy, L., Co.
Ranger Products Co.
Rivet-O Mfg. Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
Specialty Ink Co., Inc.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
Stafford, S. S., Inc.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Time Saving Specialties
Underwood, John, & Co.
Volger, B. G., Mfg. Co.

Inks (White)

American Writing Ink Co., Inc.
Carter's Ink Co.
Craftint Mfg. Co.
Crescent Products Co.
CUSHMAN & DENISON MFG. CO.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Dri-Flo Mfg. Co.
Favor, Ruhl & Co.
Floquil Products, Inc.
FULTON MARKING EQUIPMENT CO.
Grumbacher, M., Inc.
Higgins Ink Co., Inc.
Jet Mfg. Co., Inc.
Johnston's "Snow White" Products
Keuffel & Esser Co.
Levison & Blythe Mfg. Co.
Melind, Louis, Co.
Mongol Chemical Co.
Olsen Mark Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Specialty Ink Co., Inc.
Speedry Products, Inc.
Stafford, S. S., Inc.
Time Saving Specialties
Volger, B. G., Mfg. Co., Inc.

Inks (Writing)

American Writing Ink Co., Inc.
Carter's Ink Co.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Gregory Fount-O-Ink Co.
Higgins Ink Co., Inc.
Kirk Ink Co.
Kodye, Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Morris, Bert M., Co.
Parker Pen Co.
Pomeroy, L., Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sheaffer, W. A., Pen Co.
Stafford, S. S., Inc.
Stationers Guild of America
Underwood, John, & Co.
Waterman Pen Co., Inc.

Inkstands and Inkwells

BAINBRIDGE, KIMPTON & HAUPT, INC.
Carter's Ink Co.
Defiance Calendar & Stationery Co.
Gregory Fount-O-Ink Co.
Hamilton Industries, Inc.
Hammett, J. L., Co.
Higgins Ink Co., Inc.
I.D.L. MFG. & SALES CORP.
Morris, Bert M., Co.
Preferred Products Co.
SAINBERG & CO., INC.
Sanford Ink Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sneath Glass Co.
Squires Inkwell Co.
Sterling Plastics Co.
Turner & Harrison Pen Mfg. Co., Inc.
Waterman Pen Co., Inc.
Weeks, Frank A., Mfg. Co.

Inserting Machines (Mail)

Inserting & Mailing Machine Co.
Pitney-Bowes, Inc.

Inserts (File Guide, Folder)

AMBERG FILE & INDEX CO.
BARKLEY, C. L., & CO.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
OXFORD FILING SUPPLY CO.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
VICTOR SAFE & EQUIPMENT CO., INC.
WEIS MFG. CO.
WILSON JONES CO.

Insurance Records

(See Forms, Insurance Record)

Intercommunication Systems

Bell Sound Systems, Inc.
Bogen, David, Co., Inc.
Connecticut Telephone & Electric Corp.
Couch, S. H., Co., Inc.
Dictograph Products, Inc.
Dukane Corp.
Executone, Inc.
Inter-Communication System of America
Kellogg Switchboard & Supply Co.
National Inter-Communicating Systems
Radio Corporation of America
Rauland Corp.
Simpson, Mark, Mfg. Co., Inc.
Smith, Wm. M., Co.
Talk-A-Phone Co.
TelAutograph Corp.
Vocaline Co. of America, Inc.
Webster Electric Co.

Interest Tables

(See Calculating Charts and Tables, Interest)

Inventory Sheets

(See Forms, Inventory Sheets)

Janitors' Supplies

American Standard Mfg. Co.
Crescent Products Co.
FRANKLIN METAL PRODUCTS CO.
Hertzberg, H., & Son, Inc.
Hild Floor Machine Co.
Hoag-Farmer Mfg. Co.
Holcomb, J. L., Mfg. Co.
Howard Dustless Duster Co.
Huntington Laboratories, Inc.
Lewyt Corp.
Mackwin Co.
Magic Circle Mfg. Corp.
Milwaukee Dustless Brush Co.
Packwood, G. H., Mfg. Co.
Robertson, Theo. B., Products Co., Inc.

Job Ticket Holders

(See Holders, Job Ticket)

Joggers

(See Paper Joggers)

Justifiers (Margin)

(See Typewriter Margin Justifiers)

Key Cabinets

(See Cabinets, Key)

Key Cases and Rings

Ameron Wallet & Leather Novelty Co.
Amity Leather Products Co.
Buxton, Inc.
Columbia Walescraft, Ltd.
CUSHMAN & DENISON MFG. CO.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Enger-Kress Co.
GIFT CRAFT LEATHER CO.
Gits Molding Corp.
Grammes, L. F., & Sons, Inc.
I.D.L. MFG. & SALES CORP.

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LONG-LASTING METAL
LABEL & CARD HOLDERS
For shelf, bin, box, bench, drawer, locker and file identification.
EASY PROFITABLE SALES
COMPLETE RANGE OF STANDARD & SPECIAL SIZES & SHAPES
IMMEDIATE DELIVERY
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Landa Leather Products Co.
May, J. L., Co.
Rudson-Wood, Inc.
Rumpp, C. F., & Sons
Shank Leather Goods Co.
Skinner & Kennedy Co.
Standard Leather Products, Inc.
Stationers Specialty Corp.
STEIN BROS. MFG. CO., INC.
U. S. Luggage & Leather Goods Co.
Whitehead & Hoag Co., The
Wilson Mfg. Co., Inc.
Winfield Mfg. Co.

Key Punch Machines

International Business Machines Corp.
Powers-Samas Accounting Machines Sales, Ltd.
Remington Rand Inc.

Key Tags

(See Tags, Key)

Knives (Office)

Case, W. R., & Son
Craftint Mfg. Co.
Gillette Safety Razor Co.
Gits Molding Corp.
Griffin Mfg. Co.
SMITH METAL ARTS CO., INC.
Superior Plastics, Inc.
Thompson Tool & Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
X-acto Crescent Products Co., Inc.

Knives (Razor)

Gillette Safety Razor Co.
Gits Molding Corp.
KENWORTH MFG. CO.
Thompson Tool & Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Label Holders (Binder)

(See Markers, Binder)

Label Holders (Shelf, Drawer)

Adams, S. G., Co.
AIGNER INDEX CO.
Artistic Desk Pad & Novelty Co.
BERGER MFG. DIVISION
CEL-U-DEX CORP.
CHICAGO CARD HOLDER CO.
Corbin Cabinet Lock Div.
De Luxe Metal Furniture Co.
DOLIN METAL PRODUCTS, INC.
Equipto Div., Aurora Equipment Co.
Gaylord Bros.
Goodfrend Metal Products Co.
Grammes, L. F., & Sons, Inc.
Hampden Mfg. Co., Inc.
Melind, Louis, Co.
National Brass Co.
National Lock Co.
Office Products, Inc.
Orthwine, Rudolf, Corp.
Perma Products Co.
Plastic Fabricators Co.
Regina Metal Products Corp.
STANSTEEL CORP.
Top Flight Products Co., Inc.

Label Holders (Typewriter)

Ames Supply Co.
Roll-A-Matic Label Co., Inc.
Shipman-Ward Mfg. Co.

Label Pasting Machines

Derby Sealers, Inc.
Diagraph-Bradley Industries, Inc.
Glue-Fast Equipment Co., Inc.
King Sales & Engineering Co.
Potdevin Machine Co.
Wing's, Chauncey, Sons

Labels (Addressing)

Bartlett Label Co.
Bison Research Service
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Grand Rapids Label Co.
Lambooy Label & Wrapper Co.
May, J. L., Co.
Merchants Industries, Inc.
Milwaukee Label & Seal Co.
National Tag & Label Corp.
REYBURN MFG. CO., INC.
Shuman, Frank G., Co.
Unique Printed Products Co.

Labels (Air Mail)

Art-Emboss-Print Co.
Avery Adhesive Label Corp.
Bartlett Label Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Labelon Tape Co.
Lambooy Label & Wrapper Co.
Lowell Specialties Co.
May, J. L., Co.
Merchants Industries, Inc.
Milwaukee Label & Seal Co.
National Tag & Label Corp.
Office Accessories Corp.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Salsbury Corp.
Tablet & Ticket Co.
TAPE MARK CO.
Topflight Tape Co.
Unique Printed Products Co.

Labels (Collection)

Bartlett Label Co.
Ever Ready Label Corp.
Grayarc Co.
Kalamazoo Label Co.
Lambooy Label & Wrapper Co.
Merchants Industries, Inc.
Strickler, Carl E., & Co.
Unique Printed Products Co.

Labels (Decalcomania)

DURO DECAL CO., INC.
Ever Ready Label Corp.
Meyercord Co.
National Decalcomania Corp.
Palm Bros. Decalcomania Co.

AICO PLASTIC
LABEL HOLDERS

For labels on bins, shelves, cabinets, counters, showcases, etc. Attach with cement, tacks, staples, screws. 10 fireproof plastic holders to a package complete with perforated paper inserts and cellulose acetate faces ready to slide into place. Standard widths: ½", ¾", 1" & 1½" by 2", 3", 4" & 5" lengths; specials to order.

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Write For Details and Samples

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WOrth 4-1762

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Grand Rapids Label Co.
Lambooy Label & Wrapper Co.
May, J. L., Co.
Milwaukee Label & Seal Co.
WILSON JONES CO.

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AMBERG FILE & INDEX CO.
BARKLEY, C. L., & CO.
Bison Research Service
COOKE & COBB CO.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Keystone Envelope Co.
King Filing Supply Co.
May, J. L., Co.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
Pagell, Alfred H.
REYBURN MFG. CO., INC.
Salisbury Mfg. Co.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Stationers Guild of America
Unique Printed Products Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
WARSHAW MFG. CO., INC.
WEIS MFG. CO.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Labels (Gummed, Roll)

Bartlett Label Co.
Bison Research Service
Calvert Lithographing Co.
Dancyger Mfg. Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Gaylord Bros.
Grayarc Co.
Gum Products Press, Inc.
Kalamazoo Label Co.
Kirby-Cogeshall-Steinau Co.
Kittredge, R. J., & Co.
Lambooy Label & Wrapper Co.
Lang Equipment Sales Co.
Lowell Specialties Co.
Majestic Stationery Co.
Mason Box Co.
May, J. L., Co.
National Tag & Label Corp.
Package Ad & Sealer Co.
Pagell, Alfred H.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Salsbury Corp.
Shuman, Frank G., Co.
Tablet & Ticket Co.
Topflight Tape Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Identification, Metal)

(See Name Plates, Product Identification)

Labels (Metallic Foil)

Bartlett Label Co.
DENNISON MFG. CO.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Grammes, L. F., & Sons, Inc.
Grand Rapids Label Co.
Lambooy Label & Wrapper Co.
May, J. L., Co.
Milwaukee Label & Seal Co.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Tablet & Ticket Co.
TAPE MARK CO.
Unique Printed Products Co.

Labels (Pressure-Sensitive)

Archer Label Co.
Avery Adhesive Label Corp.
Bartlett Label Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Grand Rapids Label Co.
Kimball, A., Co.
Labelon Tape Co.
May, J. L., Co.
Milwaukee Label & Seal Co.
National Tag & Label Corp.
NORTHWESTERN STAMP WORKS
Pagell, Alfred H.
St. Louis Sticker Co.
Tablet & Ticket Co.
TAPE MARK CO.
Topflight Tape Co.
Unique Printed Products Co.

when you see a

bold face

listing . . .

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index on page 4.

COTTERMAN

ROLLING STORE LADDERS

Made from hardwood—Oak or Birch.

Side Type — With steel track to mount on your shelving or filing cabinets.

Ceiling Type — With steel track for mounting on ceiling.

"A" and Library Types—Require no track and are mounted on wheels with Automatic Safety Brakes.

Send for Circular No. 42 BX and dealer discount.

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WELDED STEEL SAFETY LADDERS

FOR FILING ROOMS, STOCK ROOMS, VAULTS

Strong — Light — Easy to move — Easy to climb.

Made from 1" diameter round furniture tubing with expanded metal steps and all joints welded. Mounted on swivel brake casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling.

Made regularly in 7 heights:—

18" 2 Step 45" 5 Step
27" 3 Step 54" 6 Step
36" 4 Step 63" 7 Step
72" 8 Step

Higher ladders on special order.

Made in 3 widths—18", 20" and 26".

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Manufactured by

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Ladders (Library, Store and Vault)

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COTTERMAN, I. D.
Cramer Posture Chair Co., Inc.
Heller, W. C., & Co.
Herring-Hall-Marvin Safe Co.
Milbradt Mfg. Co.

Lamps (Adjustable Arm, Clamp-On Type)

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Art Specialty Co.
Copy Right Mfg. Corp.
Dazor Mfg. Co.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fostoria Pressed Steel Corp.
GENERAL LAMPS MFG. CORP.
Herco Art. Mfg. Co.
Marks Mfg. Co.
Midwest Naturlite Co.
SMO-KING PRODUCTS, INC.
Van Dyke Industries
White, O. C., Co.

Lamps (Adjustable Arm, Floor Type)

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Art Specialty Co.
Colonial-Premier Co.
Dazor Mfg. Co.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
GENERAL LAMPS MFG. CORP.
Herco Art Mfg. Co.
Marks Mfg. Co.
Midwest Naturlite Co.
SMO-KING PRODUCTS, INC.
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There is nothing like a *Sight-Light*

. . . of course, it's designed and patented solely for *"Seeing Comfort"*

Supplementary Lighting engineered for its function.

Selectively Marketed Underwriters' Laboratory Approved Manufactured by

Sight-Light

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ARM FLUORESCENT DESK LAMP

Lovely two tone effect with brass plating in base, it has an amazing amount of eye appeal and a surprising low price. Handsome, non-tarnishing fused on finishes.

$14.95

RETAIL PRICE TWO TUBE MODEL

FOR TWO TUBES

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OVER 50 YEARS OF LIGHTING SINCE 1896

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Compco Corp.
Copy Right Mfg. Corp.
Dazor Mfg. Co.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
Fostoria Pressed Steel Corp.
GENERAL LAMPS MFG. CORP.
Globe Lighting Products Co.
Herco Art Mfg. Co.
INDUSTRIAL LAMP CORP.
Keyless Lock Co.
Lake Specialty Co.
M. & N. Fluorescent Co.
Marks Mfg. Co.
MAYFAIR CO.
Midwest Naturlite Co.
Mitchell Mfg. Co.
Ronlite Co., Inc.
Shepard Engineering Co.
SMITH METAL ARTS CO., INC.
Van Dyke Industries, Inc.
White, O. C., Co.

Lamps (Desk, Incandescent)

Arrow Lamp Mfg. Co., Inc.
BANOV-BERNSLEY & CO.
Colonial-Premier Co.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
GENERAL LAMPS MFG. CORP.
GIFT CRAFT LEATHER CO.
Globe Lighting Products, Inc.
Herco Art. Mfg. Co.
Kathman Associates
Lincoln Lighting Products, Inc.
Mario Mfg. Co., Inc.
Marks Mfg. Co.
Miltier Lighting Products
Mitchell Mfg. Co.
SAINBERG & CO., INC.
Silvestri Art Mfg. Co.
SMITH METAL ARTS CO., INC.
SMO-KING PRODUCTS, INC.
Van Dyke Industries, Inc.
Versen, Kurt, Lamps, Inc.
WHEELER, M. G., CO., INC.
White, O. C., Co.

Lamps (Gooseneck)

Arrow Lamp Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
GENERAL LAMPS MFG. CORP.
Lincoln Lighting Products, Inc.
Marks Mfg. Co.
Ronlite Co., Inc.
Serolite Corp., The
SMO-KING PRODUCTS, INC.
Van Dyke Industries, Inc.
Versen, Kurt, Lamps, Inc.

Lamps (Office Machine)

Acme Lite Products Co.
Art Specialty Co.
Copy Right Mfg. Corp.
Emeralite Co., Inc.
Flexo International Corp.
Midwest Naturlite Co.
SMO-KING PRODUCTS, INC.
Vimco Mfg. Co., Inc.
White, O. C., Co.

Lamps (Telephone)

Arrow Lamp Mfg. Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Miltier Lighting Products, Inc.
Versen, Kurt, Lamps, Inc.

Lamps (Torchier)

Arrow Lamp Mfg. Co., Inc.
Artistic Lamp Mfg. Co., Inc.
Colonial-Premier Co.
GENERAL LAMPS MFG. CORP.
Glaro Machine Products Co.
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Kathman Associates
ORNA METAL PRODUCTS CO.
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VALCO CO.

Shade swings in 180° arc. Exclusive ILC feature. Underwriters' approved.

$18.95 RETAIL Less tube

Without Clock, $13.95 Retail. Models for 2 Tubes Also available—$17.95, $22.95. Lustrous Brown or Modern Grey. Top Dealer Discounts.

THE ILC DIRECTOR is America's first decorator-styled desk lamp . . . priced right for both home and office. It brings handsome returns in both the replacement and gift markets. May we suggest an order that will prove this to your own satisfaction?

SPECIFICATIONS: Operates on 110/120 volt, 60 cycle, A. C. current; uses standard 15-watt fluorescent tube. Telechron electric clock movements. Bonderized baked enamel finishes, with pedestal plate and pen tray in bright gold finish. Base is felt covered. Instant starting switch, 6 ft. rubber cord. Height 10 inches; width 20 inches. Weight, 9 pounds, packed in individual cartons.

THE 4900
Standard model is a high quality desk lamp, Underwriters' approved. Finished in grey or brown. Uses 15-watt fluorescent tube. Weight 8 lbs., individually packed. Model 4902 for 2 tubes $14.95

$8.95 RETAIL Less tube

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(See Lamps, Office Machine)

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Northfield Specialties Co.
SERVICE PRODUCTS DIVISION
STEMPEL MFG. CO.

Lead Holders

(See Holders, Lead)

Leads (Mechanical Pencil)

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Autopoint Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Eversharp, Inc.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Hutcheon Bros.
Kahn, David, Inc.
Koh-I-Noor Pencil Co., Inc.
LISTO PENCIL CORP.
National Pencil Co.
Nichols Products Co.
Norma Pencil Corp.
Ozark Pen Mfg. & Repair Co.
Panda Pencil Lead, Inc.
Pen-N-Pencil Co.
Scripto, Inc.
Sheaffer, W. A., Pen Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.

Leather (Upholstery)

(See Upholstery Material)

Leather Goods

(See Brief Bags, Cases; Portfolios, Leather)

Leather Goods (Personal)

Amity Leather Products Co.
Benner Leather Goods Co.
Bosca, Hugo, Co., Inc.
Buxton, Inc.
Columbia Walescraft, Ltd.
DOPPELT, CHARLES, & CO.
Enger-Kress Co.
Feldco Loose Leaf Corp.
Knickerbocker Leather & Novelty Co.
Meeker Co.
Prince Gardner Co.
Robinson Reminders
Rumpp, C. F., & Sons
Springfield Leather Products Co.
Standard Leather Products, Inc.
Winston Mfg. Co.

Lecterns

American Seating Co.
DuQuaine, A. J., Mfg. Co.
Excellent Cabinet Works Co.
Ideal School Supply Co.
Kelley-Mennes Mfg. Co.
ROWLES, E. W. A., CO.

Ledger Cards

(See Forms, Machine Bookkeeping)

Ledger Trays and Stands

(See Trays, Posting)

Ledgers

(See Binders, Post; Books, Accounting)

Legal Blank Cabinets

(See Files, Legal Blank)

Legal Blanks

(See Forms, Legal)

Legal Pads

(See Pads, Legal)

Legal Size Files

(See Files, Letter and Legal)

Lenses (Reading and Magnifying)

(See Glasses, Reading and Magnifying)

Letter Openers

(See Openers, Envelope)

Letter Sealers

(See Sealers, Envelope)

Letter Size Files

(See Files, Letter and Legal)

Letter Tray Supports

(See Tray Supports, Letter Tray)

Letter Trays

(See Trays, Letter)

Letterheads

(See Engravers, Cards, Letterheads)

Lettering Guides

American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
Crystal Copy Corp.
C-Thru Ruler Co.
Dick, A. B., Co.
Elliott, B. K., Co.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Pereles Bros.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Rex-Rotary Distributing Corp.
Smith Mfg. Co.
Speed-O-Print Corp.
Technygraph Co.
Tru-Rite, Inc.
Varigraph Co., Inc.
Warren-Knight Co.
Weber, F., Co.
Weil, J. H., & Co.
Wood-Regan Instrument Co., Inc.

Lettering Pens

Bridgeport Pen Co.
Elliott, B. K., Co.
Esterbrook Pen Co.
HUNT, C. HOWARD, PEN CO.
Weber, F., Co.

Library Furniture

(See Furniture, Library)

Library Supplies

Affleck Stationery Co.
Demco Library Supplies
Filing Equipment Bureau, Inc.
Gaylord Bros.
Globe-Wernicke Co.
Higgins Ink Co., Inc.
NORTHERN STATES ENVELOPE CO.
Remington Rand Inc.
Yawman and Erbe Mfg. Co.

Lighters (Cigar, Cigarette)

Evans Case Co.
Park Sherman Co.
Parker Pen Co.
Quick Point Pencil Co.
Ritepoint Co.
Ronson Art Metal Works, Inc.
Zippo Mfg. Co.

Lighting Fixtures (Office and Store)

(See Fixtures, Store, Lighting Fixtures)

Line Indicators

(See Copyholders)

List Finders

(See Telephone List Finders)

Lithographers

Barnard, George D., Co.
Eureka Specialty Printing Co.
Goes Lithographing Co.
Hall, J. C., Co.
Lutz & Sheinkman, Inc.
Merchants Industries, Inc.
Weber Lithographing Co.

Lockers (Clothes, Metal)

(See also Cabinets, Wardrobe)

ALL-STEEL EQUIPMENT INC.
Arnot and Co., Inc.
Aurora Steel Products Co.
BERGER MFG. DIVISION
Cardinal Sales, Inc.
Interior Steel Equipment Co.
Lyon Metal Products, Inc.
Medart, Fred, Products, Inc.
Midwest Metal Mfg. Co.
PARKER STEEL PRODUCTS, INC.
Penn Metal Corp. of Penna.
STANSTEEL CORP.
Steel Service Mfg. Co.
Supreme Steel Products, Inc.
Top Flight Products Co., Inc.
Vogel-Peterson Co.

Lockers (Clothes, Wood)

Excellent Cabinet Works Co.
Great Lakes Store & Office Fixture Co.
QUIGLEY FURNITURE CO.

Locking Mechanisms (Desk Drawer)

St. Louis Hardware Mfg. Co.
Seng Co.

Locks (Cabinet and Desk)

Chicago Lock Co.
Corbin Cabinet Lock Div.
Eagle Lock Co.
Illinois Lock Co.
National Lock Co.
Yale & Towne Mfg. Co.

Lodge Furniture

(See Furniture, Lodge)

Loose Leaf Fillers

(See Fillers, Loose Leaf)

Loose Leaf Indexes

(See Index Systems, Binder)

Loose Leaf Metals

Ace Loose Leaf Bindery Co.
Adams, Henry T., Mfg. Co.
BANKERS BOX CO.
Barrett Bindery Co.
Consolidated Loose Leaf, Inc.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf Corp.
Feldco Loose Leaf Corp.
Gane Bros. & Lane, Inc.
Goat, Fred, Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Kline, W. R., Co.
Loose Leaf House
Loose Leaf Metals Co., Inc.
Magic Binding Post Co.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
Sheppard, C. E., Co.
SPEED PRODUCTS CO., INC.
Star Loose Leaf Co., Inc.
Stimpson, Edwin B., Co.
Tenacity Mfg. Co.
VEVIER LOOSE LEAF CO.
WILSON JONES CO.
Winfield Mfg. Co.
Wire-O Corp.

Loose Leaf Systems and Forms

(See Forms, Loose Leaf)

Lubricants

(See Oils and Lubricants)

Luggage (Men's and Women's)

All American Leather Goods Co.
American Trunk & Case Co.
Barwel Mfg. Co., Inc.
Belber Trunk & Bag Co.
Canvas Products Corp. (Canvas)
Cross, Mark, Co.
DOPPELT, CHARLES, & CO.
Dresner, S., & Son, Inc.
Galewski, A., & Sons, Inc.
Humphrys', R. A., Sons, Inc.
Knickerbocker Mfg. Co.
Luxor Leathercraft Corp.
Oshkosh Trunks & Luggage
Petersburg Trunk & Bag Co.
Shwayder Bros., Inc.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
U. S. Luggage & Leather Products Co.
Warren Leather Goods Co.
Winfield Mfg. Co.

Luggage Tags

(See Tags, Luggage)

Magazine Binders

(See Binders, Magazine)

Magnifying Glasses

(See Glasses, Reading and Magnifying)

Magazine Racks

(See Racks, Magazine)

Mail Bag Holders, Racks

(See Holders, Mail Bag)

Mail Bags

(See Bags, Mail)

Mail Bags (Office Distributing)

(See Bags, Mail, Office Distributing)

Mail Boxes (Office)

(See Boxes, Mail, Office)

Mailing Boxes

(See Boxes, Mailing)

Mailing Devices (Coin)

(See Bags, Mailing; Coin Cards, Mailing)

Mailing Machines

Addressograph-Multigraph Corp.
Commercial Controls Corp.
Dick Mailer Co.
Inserting & Mailing Machine Co.
Pitney-Bowes, Inc.
Wing's, Chauncey, Sons

Mailing Tables

(See Tables, Mail Room)

Mailing Tubes

Ames Safety Envelope Co.
Cin-Made Corp.
Cleveland Container Co.
R C Can Co.
Ritchie, W. C., & Co.
Sefton Fibre Can Co.
U. S. Mailing Case Co.

Manifold Books

(See Books, Manifold)

Manifold Forms and Systems

(See Forms, Continuous; Forms, One-Time Carbon)

Manifold Paper

(See Paper, Onionskin)

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(See Covers, Brief)

Map and Plan Files

(See Files—Blueprint, Map and Plan)

Map Pins, Tacks

(See Pins, Map; Tacks, Map)

Maps

American Map Co.
Cram, George F., Co.
Denoyer-Geppert Co.
Geographical Publishing Co.
Hagstrom Co., Inc.
Hammond, C. S., & Co.
Hearne Bros.
Nystrom, A. J., & Co.
Rand McNally & Co.
University of Chicago Press
Weber Costello Co.

Marginally Punched Forms

(See Forms, Continuous, Marginally Punched)

Markers (Binder)

CEL-U-DEX CORP.
ELBE FILE & BINDER CO., INC.
Hadley, Charles R., Co.
Le Febure Corp.
Master-Craft Corp.
McIlrath, Roy E.
Office Products, Inc.
Perma Products Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
WILSON JONES CO.

Markers (Desk Tray)

Melind, Louis, Co.
Perma Products Co.
Yawman and Erbe Mfg. Co.

Marking Crayons

(See Crayons, Checking and Marking)

Marking Devices (Burning Brands)

Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Everhot Mfg. Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Ideal Industries, Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Master Mfg. Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
NORTHWESTERN STAMP WORKS
Post Electric Co.
Stafford Mfg. Co., Inc.
Stafford, N., Co.
STEWART, R. A., & CO., INC.

Marking Devices (Outfits)

(See also Brushes, Marking, Fountain; Crayons—Checking and Marking; Stencil Cutting Machines)

Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Barlam, William, Rubber Stamp Mfg Co.
CUSHMAN & DENISON MFG. CO.
Dri-Flo Mfg. Co.
Floquil Products, Inc.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.

Marking Devices (Outfits)

(Continued from page 173)

Jet Mfg. Co., Inc.
Krengel Mfg. Co., Inc.
Lah Stencil Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
MULTISTAMP CO., INC.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Time Saving Specialties
Weber Addressing Machine Co.

Marking Inks

(See Inks, Marking)

Marking Pencils

(See Pencils, Checking and Marking)

Marking Stencils

(See Stencils, Marking)

Mark-Up Calculators

(See Calculating Devices, Markup)

(Also Calculating Charts & Tables, Markup)

Matched Office Suites

(See Furniture, Matched Office Suites)

Matches (Book, Etc.)

Diamond Match Co.
General Match Co.
Merchants Industries, Inc.
Monogram Machine Supply Co.
Ohio Match Co.
Stationers Guild of America

Mats (Chair, Composition Board)

A & F Tileboard Co.
American Floor Products Co.
Artistic Desk Pad & Novelty Co.
Flewelling, L. C., Co.
Floorcraft Co.
Fox, George E., & Co.
Globe-Wernicke Co., The
HARDBOARD FABRICATORS, INC.
Hartco Mfg. Co., Inc.
I.D.L. MFG. & SALES CORP.
Jaybee Tray Co., Inc.
POLAR MFG. CO.
SAINBERG & CO., INC.
SERVICE PRODUCTS DIVISION
Star Office Accessories Co.
STEMPEL MFG. CO.

Mats (Chair, Plastic)

Southern Friction Materials Co.

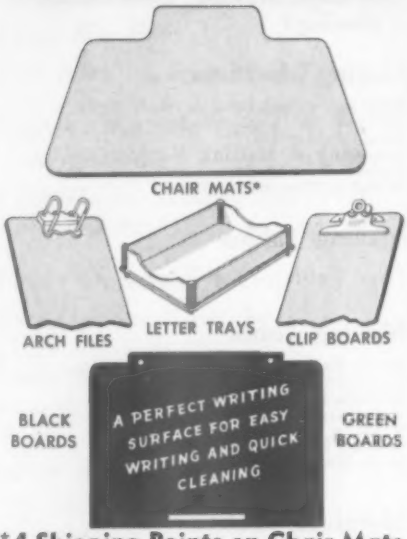
Mats (Chair, Rubber)

American Floor Products Co.
American Mat Corp.
Bickett, L. M., Co.
Floorcraft Co.
Goodrich, B. F., Co.

Mats (Coin)

American Floor Products Co.
Goodrich, B. F., Co.
Lavelle Rubber Co.
Melind, Louis, Co.
Sun Rubber Co.
Western Rubber Co.

Manufacturers of *Service*



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Lavelle Rubber Co.
Melind, Louis, Co.
POLAR MFG. CO.
STEMPEL MFG. CO.
Sun Rubber Co.
U. S. Rubber Co.
Western Rubber Co.

Mats (Door, Rubber)

American Floor Products Co.
American Mat Corp.
Bickett, L. M., Co.

Mats (Runner, Rubber)

American Floor Products Co.
American Mat Corp.
Auburn Mfg. Co.
Bird & Son, Inc.
Goodrich, B. F., Co.
Goodyear Tire & Rubber Co.
U. S. Rubber Co.

Mats (Standing, Rubber)

American Floor Products Co.
American Mat Corp.
Auburn Mfg. Co.
Bickett, L. M., Co.
Floorcraft Co.
Sponge Rubber Products Co.

Mechanical Bindings

(See Bindings, Plastic, Wire & Metal)

Medals and Badges

(See Badges)

Memo Pads and Holders (Desk)

Affleck Stationery Co.
Almac Plastics, Inc.
American Binder Co.
Art Plastics Co.
Artistic Desk Pad & Novelty Co.
Artmor Plastics Corp.
BANOV-BERNSLEY & CO.
Bermat Products Corp.
Charm Products Mfg. Corp.
Ehlbert Products
ELBE FILE & BINDER CO., INC.
EVER READY CALENDAR MFG. CO.
Finch & McCullough
Forbes Products Corp.
General Diaries Corp.
GIFT CRAFT LEATHER CO.
Gits Molding Corp.
Harlich Corp.
HEDGES MFG. CO.
Jaybee Tray Co., Inc.
Landa Leather Products Corp.
Mason Stationery Products, Inc.
Mayer Mfg. Corp.
Morris, Bert M., Co.
Nascon Products Division
Park Sherman Co.
Patentware, Inc.
Pen-Rite Corp.
POLAR MFG. CO.
Quigley Co.
Redi-Record Products Co.
Regal & Wade Mfg., Inc.
Reliable Stationers Specialties Co.
ROCKWELL-BARNES CO.
SAINBERG & CO., INC.
Slencil Co.
SMITH METAL ARTS CO., INC.
Smith, S. K., Co.
Star Office Accessories Co.
Stationers Guild of America
Stationers Specialty Corp.
Sterling Plastics Co.
Union Pencil Co., Inc.
Ward, Samuel, Mfg. Co.
Weinman Bros., Inc.
WILSON JONES CO.

Memo Pads (Desk, Roll-Type)

Art Plastics Co.
Gran Adell Mfg. Co.
Ketcham & McDougall, Inc.
Mayer Mfg. Corp.

Prevue-Radsell Co.
Rediform Division
Regal & Wade Mfg., Inc.
Seymour Products Co.

Memos and Memo Books

(See Books, Memorandum)

Menu Covers

(See Covers, Menu)

Merchandising Consultants

(See Consultants, Advertising, Merchandising)

Messenger Wallets (Bank)

(See Wallets, Messenger, Bank)

Metals (Loose Leaf)

(See Loose Leaf Metals)

Microfilm Cameras and Supplies

Bolsey Corp. of America
Burroughs Adding Machine Co.
Diebold, Inc.
Eastman Kodak Co.
Griscombe Products, Inc.
Haloid Co.
Micro Record Corp.
Recordak Corp.
Remington Rand Inc.

Microfilm Files

(See Files, Microfilm)

Mimeo Paper

(See Paper, Duplicator, Mimeo)

Minute Books

(See Books, Minute)

Mirrors

Bache, Semon, & Co.
Falconer Plate Glass Corp.
Pittsburgh Plate Glass Co.

Modular Unit Furniture

(See Furniture, Modular Units)

Moisteners (Letter, Stamp, Label)

Better Packages, Inc.
Defiance Calendar & Stationery Co.
Derby Sealers, Inc.
DOWNEY, C. L., CO. (TELLERS')
Ever Ready Label Corp.
Gabe Mfg. Corp.
Glue-Fast Equipment Co., Inc.
Haldon Mfg. Co., Inc.
Hummel, A. C., Co.
Hydrawilk Co.
I.D.L. MFG. & SALES CORP.
Jay-Lip Corp.
Kendall Sealer Co.
Lipton Mfg. Co., Inc.
Market Services, Inc.
MARKWELL MFG. CO., INC.
Mohler, A.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
Office Accessories Corp.
Pike, E. W., & Co.
Seymour Products Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sterling Plastics Co.
Tablet & Ticket Co., The
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Weeks, Frank A., Mfg. Co.

Money Bags

(See Bags, Coin)

Money Changers

(See Coin Changers)

Money Chests (Burglar-Resistive)

(See Chests, Money)

Money Clips

(See Clips, Money)

Monogramming Machines

(See Embossing and Stamping Machines)

Mucilage

(See Adhesives, Mucilage)

Murals (Photo)

Foto Murals of California
West-Dempster Co.

Name Plates (Decalcomania)

Adams, S. G., Co.
DURO DECAL CO., INC.
Krengel Mfg. Co., Inc.
Meyercord Co.
National Decalcomania Corp.
Palm Bros. Decalcomania Co.

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- Desk, easel type, plate 1" by 6⅜" ← $1.00 LIST
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Clark, R. W., Mfg. Co.
Erco Mfg. Co.
Gibson, A. C., Co., Inc.
International Bronze Tablet Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Kutch, Walter E., Co.
Matthews, James H., & Co.
Newman Bros. Inc.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.

Name Plates (Desk, Bronze)

ABBOTT COIN COUNTER CO.
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Clark, R. W., Mfg. Co.
Erco Mfg. Co.
Gibson, A. C., Co., Inc.
International Bronze Tablet Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Kutch, Walter E., Co.
Matthews, James H., & Co.
Newman Bros., Inc.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.,
STEWART, R. A., & CO., INC.
TWENTIETH CENTURY CO.
U. S. Bronze Sign Co., Inc.

Name Plates (Desk, Changeable Letter)

ACME BULLETIN & DIRECTORY BOARD CORP.
Adams, S. G., Co.
Clark, R. W., Mfg. Co.
Embosograph Corp. of America
Gibson, A. C., Co., Inc.
Harris, M. & G., Co.
Kutch, Walter E., Co.
ROWLES, E. W. A., CO.
Stafford Mfg. Co., Inc.

Name Plates (Desk, Leather Covered)

Adams, S. G., Co.
Charm Products Mfg. Corp.
POLAR MFG. CO.

Name Plates (Desk, Plastic)

ACME PRODUCTS CO.
Acromark Co.
Adams, S. G., Co.
Allied Mercantile Co.
AMERICAN SEAL & STAMP CO.
Artmor Plastics Corp.
Bildey Products Corp.
Force, Wm. A., & Co., Inc.
Gits Molding Corp.
Guedon Co.
HEYER CORP.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Kutch, Walter E., Co.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.
Superior Plastics, Inc.
U. S. Bronze Sign Co., Inc.

Name Plates (Desk, Wood)

ACME BULLETIN & DIRECTORY BOARD CORP.
Adams, S. G., Co.
Clark, R. W., Mfg. Co.
Clark, W. L., Co.
DAVENPORT, A. C., & SON, INC.
Embosograph Corp. of America
Erco Mfg. Co.
Kutch, Walter E., Co.
ROWLES, E. W. A., CO.
Tablet & Ticket Co.

Name Plates (Product Identification)

Adams, S. G., Co.
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Gibson, A. C., Co., Inc.
Guedon Co.
Hanson, C. H., Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Metalcraft, Inc.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.

Newspaper Files

(See Racks, Newspaper)

Note Book Fillers

(See Fillers, Loose Leaf)

Note Books (Reporters)

AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Eastern Tablet Corp.
Ennis Tag & Salesbook Co.
Greg Sales Co., Inc.

Note Books (School)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
Beckley-Cardy Co.
BOORUM & PEASE CO.
Central Tablet Mfg. Co.
Eastern Tablet Corp.
Elam-Elkhart Stationery Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
Eureka Blank Book Co.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Highland Mfg. Co.
Kurtz Bros.
Montag Bros., Inc.
National Blank Book Co.
Roaring Spring Blank Book Co.
Trussell Mfg. Co.
Vernon, S. E. & M., Inc.
Western Tablet & Staty. Co.
WILSON JONES CO.

Note Books (Stenographic)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Central Tablet Mfg. Co.
Clinton Paper Co., Inc.
Eastern Tablet Corp.
Elam-Elkhart Stationery Co.
Ennis Tag & Salesbook Co.
Eureka Blank Book Co.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Highland Mfg. Co.
Hyman, L., & Sons
Kurtz Bros.
Lakeside Central Co.
Maple Leaf Mfg. Co., Inc.
National Blank Book Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Stationers Guild of America
Trussell Mfg. Co.
Universal Pad & Tablet Corp.
Vernon, S. E. & M., Inc.
Western Tablet & Staty. Co.
WILSON JONES CO.

Note Cases

(See Cases, Bankers' Note)

Notes and Drafts

(See Forms, Drafts, Notes, Receipts, etc.)

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Ameurope, Inc.
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Cummins-Chicago Corp.
Force, William A., & Co. (Electric)
Gibson, A. C., Co., Inc.
Matthews, James H., & Co.
Roberts Numbering Machine Co. (Electric)
STEWART, R. A., & CO., INC.
Time, Date & Number, Inc.
Wetter Numbering Machine Co. (Typographical)

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(See Bars, Office, Refrigerated)

Office Fans

(See Fans, Electric; Air Circulators)

profitable fast sellers

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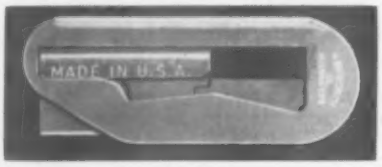

CLICK . . . it's Safe for Purse or Pocket

Blade slides back for safety when not in use and is easily replaced with any Gem type razor blade. Made from zinc plated steel or colored anodized aluminum. Bin display cards available. LIST PRICE 25c

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(See Knives, Office)

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(See Cabinets, Office Machine, Silencing)

Office Machine Cases

(See Cases, Typewriter)

Office Machine Covers

(See Covers, Office Machine)

Office Machine Stands

(See Stands, Billing, Bookkeeping Machine; Stands, Typewriter)

Office Planning Kits

Chart Pak, Inc. (Flow and Organization Charts)
Globe-Wernicke Co.
General Fireproofing Co.
Gross Engineering Co.
M & M Industries
Triometric, Inc.
Visual Planning Equipment Co., Inc.
Yawman and Erbe Mfg. Co.

Office Suites (Matched)

(See Furniture, Matched Office Suites)

Offset Duplicator Supplies, Plates

(See Duplicator Supplies, Offset)

Oil Dispensers

American Writing Ink Co., Inc.
Ames Supply Co.
Chaffee Distributing Co.
Gaunt Industries
Reardon Products

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American Writing Ink Co., Inc.
Ames Supply Co.
Cardinell Corp.
Carter's Ink Co., The
Chaffee Distributing Co.
Crescent Products Co.
Federal Mining & Mfg. Co.
Levison & Blythe Mfg. Co.
Miller, C. H., Co.
Mittag & Volger, Inc.
Nye, Wm. F., Inc.
Panef Mfg. Co., Inc. (Powder)
Reardon Products (Powder)
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Shipman-Ward Mfg. Co.
Stafford, S. S., Inc.
Tested Products Co.
Typewriter Equipment Co., Inc.
Underwood, John, & Co.
WEBSTER, F. S., CO.
Winston, W. R.

Onionskin Paper

(See Paper, Onionskin)

Openers (Carton)

Commercial Controls Corp.
Federal Tool Corp.
Flash Box Opener Co., Inc.
KENWORTH MFG. CO.
Speedry Products, Inc.

Openers (Envelope, Knife Type)

Almac Plastics, Inc.
Art Plastics Co.
BANOV-BERNSLEY & CO.
CHICAGO DESK PAD CO., INC.
Continental Mfg. Co.
Doringer Co.
Fox, George E., & Co.
Gabe Mfg. Corp.
Gits Molding Corp.
Guedon Co.
I.D.L. MFG. & SALES CO.
KENWORTH MFG. CO.
Metropolitan Cutlery Co.
New Diamond Point Pen Co.
Northeastern Plastics, Inc.
Office Accessories Corp.
POLAR MFG. CO.
SAINBERG & CO., INC.
SMITH METAL ARTS CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.
Sterling Plastics Co.
Union Pencil Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Waterbury Companies, Inc.
Weeks, Frank A., Mfg. Co.

Openers (Envelope, Machine, Electric)

Bircher Co., Inc.
Commercial Controls Corp.
Industrial Molded Products Corp.
MacKenzie, Arnold, Inc.
Pitney-Bowes, Inc.

Openers (Envelope, Machine, Hand Operated)

Bircher Co., Inc.
Buckens Mfg. Co.
Commercial Controls Corp.
Haldon Mfg. Co., Inc.
Pitney-Bowes, Inc.
WILSON JONES CO.

Opera Chairs
(See Chairs, Opera)

Order Books
(See Books, Manifold)

Organizers (Desk)
(See Work Organizers)

Package Handles
Noesting Pin Ticket Co., Inc.

Package Ties
(See String Binders, Ties)

Package Tying Machines
(See Tying Machines)

Pads (Calendar)
(See Calendar Pad Refills)

Pads (Chair)
(See Cushions, Chair)

Pads (Columnar)
AMERICAN PAD & PAPER CO.
ASSOCIATED STATIONERS SUPPLY CO.
BOORUM & PEASE CO.
Codex Book Co., Inc.
Eastern Tablet Corp.
Ersco
Eureka Blank Book Co.
Greg Sales Co., Inc.
Hadley, Charles R., Co.
Hano Paper Co., Inc.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
National Manifolding Co.
Reynolds & Reynolds Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Ross-Martin Co.
Sheppard, C. E., Co.
Stationers Guild of America
Tallman, Robbins & Co.
Universal Manufacturing Stationers, Inc.
Vernon, S. E. & M., Inc.
Western Tablet & Stationery Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yerg, Inc.

Pads (Desk)
(See Desk Pads)

Pads (Finger, Rubber)
Blaisdell Pencil Co.
Chardon Rubber Co.
Cole, M. T., Co.
Davol Rubber Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Hodgman Rubber Co.
Melind, Louis, Co.
Miller Products Co., Inc.
Molded Rubber Co.
SPEED PRODUCTS CO., INC.
Sun Rubber Co.

Pads (Legal)
Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Eastern Tablet Corp.
Ennis Tag & Salesbook Co.
Greg Sales Co., Inc.
Hyman, L., & Sons
National Blank Book Co.
ROCKWELL-BARNES CO.
Stationers Guild of America
Universal Pad & Tablet Corp.
WILSON JONES CO.
Yerg, Inc.

Pads (Memo Desk)
(See Memo Pads and Holders, Desk)

Pads (Memo Rotary)
(See Memo Pads, Desk, Roll-Type)

Pads (Rubber Stamp, Bank or Post Office)
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Carter's Ink Co.
Consolidated Stamp Mfg. Co.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger, B. G., Mfg. Co.

Pads (Rubber Stamp, Felt)
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Carter's Ink Co.
Champion, Iden Charles, Co.
Consolidated Stamp Mfg. Co., Inc.
Dri-Flo Mfg. Co.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Peerless Office Products Corp.
Ranger Products Co.
Smith, R. H., Mfg. Co.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger, B. G., Mfg. Co.

don't hide it!

Even though the BUYERS INDEX ISSUE is one of your most important business assets, don't keep it locked in the safe. Don't even hide it in a desk drawer.

For the Index will have its greatest value only when it is easily accessible to everyone in your store.

Designate a permanent location for this directory and make sure that each employee knows where it is. The BUYERS INDEX ISSUE gives **CORRECT INFORMATION WHEN YOU NEED IT!**

Pads (Rubber Stamp, Fingerprint)
BANKERS & MERCHANTS, INC.
FULTON MARKING EQUIPMENT CO.
Melind, Louis, Co.
Phillips Process Co., Inc.
Superior Marking Equipment Co.
Volger, B. G., Mfg. Co.

Pads (Rubber Stamp, Foam Rubber)
Carter's Ink Co.
FULTON MARKING EQUIPMENT CO.
Kleen-R Pad Co.
Sanford Ink Co.

Pads (Rubber Stamp, Sponge Rubber)
Consolidated Stamp Mfg. Co.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Matthews, James H., & Co.
Melind, Louis, Co.
Peerless Office Products Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Thomas Mfg. Co.

Pads (Rubber Stamp, Wood)
Consolidated Stamp Mfg. Co.
FULTON MARKING EQUIPMENT CO.
Matthews, James H., & Co.
Phillips Process Co., Inc.
STEWART, R. A., & CO., INC.

Pads (Scratch)
Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
Anchor Ruling Div.
BOORUM & PEASE CO.
Bradner Smith & Co.
Bristol Paper Products, Inc.
Central Tablet Mfg. Co.
Dahlke Staty. & Mfg. Co.
Eastern Tablet Corp.
Ennis Tag & Salesbook Co.
Elam-Elkhart Staty. Co.
Ersco
Eureka Blank Book Co.
FAY PAPER PRODUCTS, INC.
General Manifold & Ptg. Co.
Grand Rapids Loose Leaf Binder Co.
Greg Sales Co., Inc.
Guedon Co.
Hano Paper Co., Inc.
HEDGES MFG. CO.
Highland Mfg. Co.
Hyman, L., & Sons.
Johns, W. A., Paper Co.
Kurtz Bros.
Lakeside Central Co.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mohawk Tablet Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Guild of America
Universal Pad & Tablet Corp.
Western Tablet & Staty. Co.
Winnebago Paper Co., Inc.

Pads (Telephone Base, Rubber)
Dr. Scat Chemical Co.
Peerless-Imperial Co., Inc.

Pads (Telephone Call)
Accurate Sales Book Co.
ADVANCO PRODUCTS
Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Ennis Tag & Salesbook Co.
Merchants Industries, Inc.
Ross-Martin Co.
"TOPS" BUSINESS FORMS
Yale Filing Supply Co.

Pads (Typewriter, Cork)
Fox, George E., & Co.
ROWLES, E. W. A., CO.

A TYPEWRITER SILENCER

THAT SHOUTS SALES

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America's Fastest Selling Typewriter Pad!

• Made of nationally-known resilient OZITE ALL-HAIR Felt, KIL-KLATTER absorbs typing shock and noise. Dent-proof top scientifically treated to prevent machine legs from digging in. Skid-proof bottom keeps machine from sliding off desks or tables. Fits all typewriters and many other office machines. A big market for you to sell with KIL-KLATTER typewriter pads.

SMARTLY PACKAGED FOR COUNTER DISPLAY

Size 11 x 13 inches fits all typewriters and most calculators and adding machines

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THE SCIENTIFIC TYPEWRITER PAD

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( ) Send 3 doz. KIL-KLATTER Typewriter Pads individually boxed with free card and enclosures for $21.60 f.o.b. Newark, N. J. Our check is enclosed (In U. S A. only)

( ) Send illustrations of available newspaper mats and catalog cuts.

Firm Name ..... Address.....

City ..... Zone.... State.....

Pads (Typewriter, Felt)

AMERICAN HAIR & FELT CO.
Ames Supply Co.
Business Machine Products, Inc.
CHICAGO DESK PAD CO., INC.
Continental Felt Co.
Fox, George E., & Co.
Nielson Supply Co.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.

Pads (Typewriter, Rubber)

American Floor Products Co.
American Latex Products Corp.
Ames Supply Co.
Andrews-Alderfer Co., Foam Div.
Auburn Mfg. Co.
Bickett, L. M., Co.
Business Machine Products, Inc.
Cramer Posture Chair Co., Inc.
Dr. Scat Chemical Co.
Flexi-Mat Corp.
I.D.L. MFG. & SALES CORP.
Keep Klean Auto Products Co., Inc.
Peerless-Imperial Co., Inc.
PERFECT RUBBER SEAT CUSHION CO.
Regal Typewriter Co., Inc.
Reliable Textile Co.
Royal Typewriter Co., Inc.
Safeguard Corp.
Shipman-Ward Mfg. Co.
Sponge Rubber Products Co.
Style-Crafters, Inc.
Sun Rubber Co.
Textile Products Co.
Typewriter Equipment Co., Inc.
UNDERWOOD CORP.

Pamphlet Cases

(See Cases, Pamphlet)

Paper (Adding Machine)

(See Rolls, Paper, Adding Machine)

Paper (Air Mail)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Brown, L. L., Paper Co.
EATON PAPER CORP.
Esleeck Mfg. Co.
Hammermill Paper Co.
Lafayette Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Saxon Paper Corp.
Southworth Co.
Strathmore Paper Co.
Wansco Paper Products Co., Inc.

Paper (Blotting)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
Bradner Smith & Co.
Commercial Paper Co.
FAY PAPER PRODUCTS, INC.
Hano Paper Co., Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Parker, Joseph, & Son Co.
ROCKWELL-BARNES CO.
Standard Paper Mfg. Co.
Wansco Paper Products Co., Inc.
Wrenn Paper Co.

Paper (Bond)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Badger Paper Mills, Inc.
Bradner Smith & Co.
Brown, L. L., Paper Co.
Brownville Paper Co.
Champion Paper & Fibre Co.
Crocker-McElwain Co.
Eastern Corp.
EATON PAPER CORP.
FAY PAPER PRODUCTS, INC.
Gilbert Paper Co.
Greg Sales Co., Inc.
Hammermill Paper Co.
Hampshire Paper Co., Inc.
Highland Mfg. Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Neenah Paper Co.
Nekoosa-Edwards Paper Co.
Parsons Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Strathmore Paper Co.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Whiting Paper Co.
Whiting-Plover Paper Co.
Winnebago Paper Co., Inc.

Paper (Carbon)

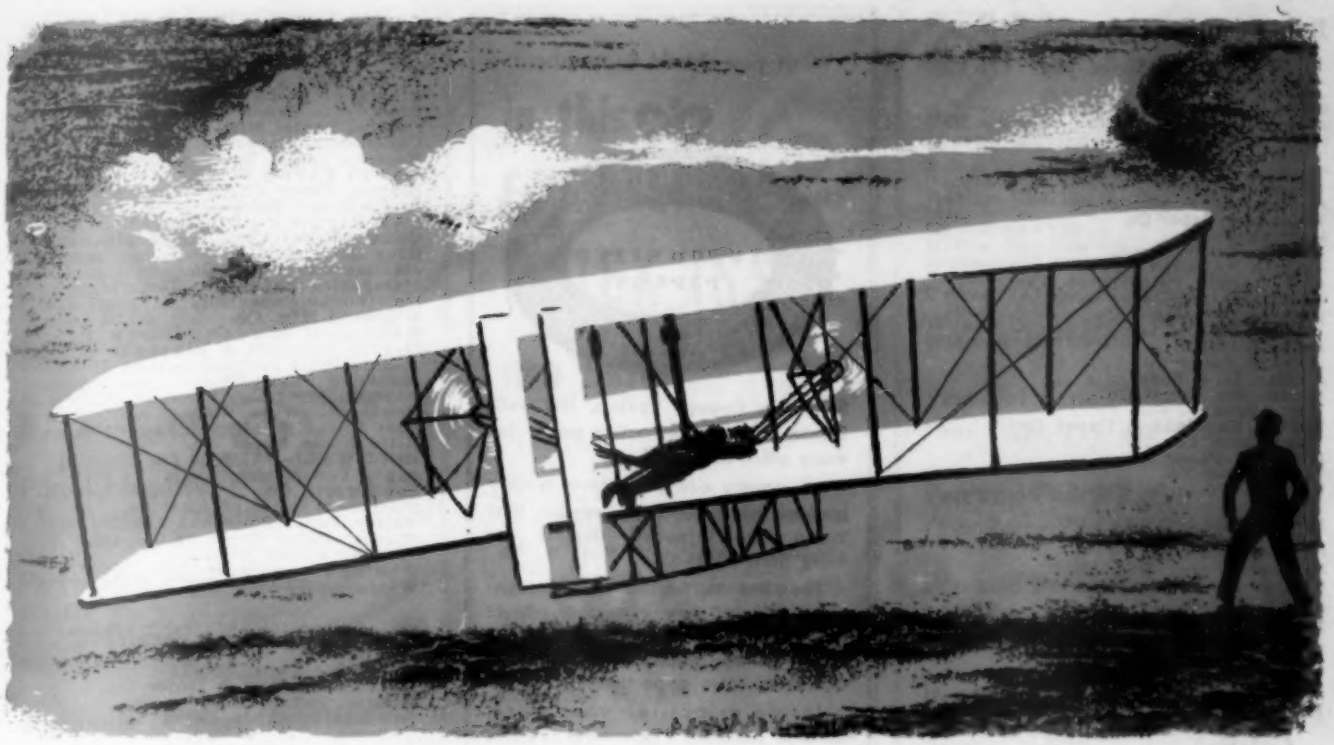
(See Carbon Paper)

Paper (Drawing)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
Brown, Arthur, & Bro., Inc.
Champion Paper & Fibre Co.
Clearprint Paper Co.
Craftint Mfg. Co.
Elliott, B. K., Co.
Highland Mfg. Co.
Keuffel & Esser Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Nobema Products Corp.
Post, Frederick, Co.
Saxon Paper Corp.
Strathmore Paper Co.
Weber, F., Co.
Weil, J. H., & Co.
Winnebago Paper Co., Inc.

Paper (Duplicator, Mimeo)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Anchor Ruling Div.
Autocopy, Inc.
Badger Paper Mills, Inc.
Bare, D. M., Paper Co.
Bison Research Service.
Bradner Smith & Co.
Cellulose & Paper Converting Co.
Central Tablet Mfg. Co.



We're looking back 50 years

Remember 1903? Most folks know it best as the year history was made with the first airplane flight. We remember that year for another reason—Rockwell-Barnes Company was founded and served its first customer back in 1903.

A lot of things have occurred since then . . . including two world wars, a great depression and the beginning of the atomic age.

But to us, none were more important than that *first* customer. Without him our business could never have grown and prospered.

So now that we are 50 years old, we'd like to pause and say "thank you" to that original customer—and to the thousands more we have served during the past half century—for having made our fiftieth anniversary possible.

"SPOTSEALD" ADDING MACHINE ROLLS
MEMO PADS, RULED
BLOTTERS
CLIPBOARDS
FILE FOLDERS
MEMO FILLERS
EASEL NOTEBOOKS
MEMO PADS, PLAIN
"SPOTSEALD" TELETYPE ROLLS
PRINTED "COPY" SHEETS
BOND & SULPHITE PAPERS
MANIFOLD PAPERS
MIMEO PAPERS
DUPLICATING PAPERS
GROUNDWOOD PAPERS

Specialists to the Stationer Since 1903

FIFTY YEARS OF SERVICE
RB
1903-1953

Rockwell-Barnes Company 35 EAST WACKER DRIVE CHICAGO 1, ILLINOIS

Paper (Duplicator, Mimeo)

(Continued from page 178)

Champion Paper & Fibre Co.
Commercial Paper Co.
Copy Papers Sales & Service Agency, Inc.
Crown Zellerbach Corp.
Dick, A. B., Co.
Duplicating Papers, Inc.
Duplicator Paper Co.
Eastern Corp.
Eastern Tablet Corp.
EATON PAPER CORP.
FAY PAPER PRODUCTS, INC.
Gestetner Duplicator Corp.
Hammermill Paper Co.
Hano Paper Co., Inc.
HEYER CORP.
Howard Paper Co.
Hyman, L., & Sons
Kalamazoo Paper Co.
Kurtz Bros.
Marvin Envelope & Paper Co.
Mead Sales Co., Inc.
Michigan Paper Co.
Moser Paper Co.
Nekoosa-Edwards Paper Co., Inc.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Ronnie Products, Inc.
Saxon Paper Corp.
Standard Paper Mfg. Co.
Stationers Guild of America
Tru-Rite, Inc.
Wansco Paper Products Co.
Wausau Paper Mills Co.
Whiting Paper Co.
Winnebago Paper Co., Inc.

Paper (Duplicator, Spirit and Gelatin)

AMERICAN PAD & PAPER CO.
American Photocopy Equipment Co.
Autocopy, Inc.
Badger Paper Mills, Inc.
Bradner Smith & Co.
Central Tablet Mfg. Co.
Clinton Paper Co., Inc.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Dick, A. B., Co.
Ditto, Inc.
Duplicating Papers, Inc.
Duplicopy Co.
FAY PAPER PRODUCTS, INC.
Hammermill Paper Co.
Hano Paper Co., Inc.
Hectographia Corp.
HEYER CORP.
Kurtz Bros.
Marvin Envelope & Paper Co.
Mead Sales Co., Inc.
Old Town Corp.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Standard Duplicating Machines Corp.
Tru-Rite, Inc.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.
Winnebago Paper Co., Inc.
Wolber Duplicator & Supply Co.

Paper (Manifold)

(See Paper, Onionskin)

Paper (Onionskin)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Ancram Paper Mills, The
Brown, L. L., Paper Co.
Bradner Smith & Co.
Cellulose & Paper Converting Co.
Commercial Paper Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Esleeck Mfg. Co.
FAY PAPER PRODUCTS, INC.
Gilbert Paper Co.
Hano Paper Co., Inc.
Hyman, L. & Sons
Lafayette Co., Inc.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Millers Falls Paper Co.
Neenah Paper Co.
Port Huron Sulphite & Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Wansco Paper Products Co., Inc.
Whiting Paper Co.
Whiting-Plover Paper Co.

What you should know about

EATON'S BERKSHIRE
TYPEWRITER PAPERS

Sold only through dealers, this well-known line includes a fine paper for every office use.

All papers are of uniform quality backed by dependable service that Eaton has furnished dealers for more than 50 years.

The line is kept "up-to-the-minute." Wanted new items that attract new customers combine with the steady-selling staples, to give you maximum sales opportunities.

Inside or outside your store, Eaton's Berkshire Typewriter Papers are easy to sell. People know them. People like them . . . they come back for more!

Eaton Paper Corporation
Pittsfield, Massachusetts

Paper (Second Sheets)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
Anchor Ruling Div.
Ancram Paper Mills, The
Badger Paper Mills, Inc.
Blair, J. C., Co.
Bradner Smith & Co.
Brownville Paper Co.
Cellulose & Paper Converting Co., Inc.
Central Tablet Mfg. Co.
Dunn Sulphite Paper Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Ennis Tag & Salesbook Co.
FAY PAPER PRODUCTS, INC.
Greg Sales Co., Inc.
Hammermill Paper Co.
Hano Paper Co., Inc.
Hyman, L., & Sons.
Johns, W. A., Paper Co.
Kurtz Bros.
Lafayette Co., Inc.
Lakeside Central Co.
Marvin Envelope & Paper Co.
Port Huron Sulphite & Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Wansco Paper Products Co.
Western Tablet & Staty. Corp.
Winnebago Paper Co., Inc.

Paper (Tracing)

Brown, L. L., Paper Co.
Cardinell Corp.
Clearprint Paper Co.
Craftint Mfg. Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Marvin Envelope & Paper Co.
Nobema Products Corp.
Speidel, Charles W., & Co.

Paper (Typewriter)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Anchor Ruling Division
Ancram Paper Mills, The
Badger Paper Mills, Inc.
Bradner Smith &Co.
Brightwater Paper Co.
Brown, L. L., Paper Co.
Brownville Paper Co.
Central Tablet Mfg. Co.
Commercial Paper Co
Eastern Tablet Corp.
EATON PAPER CORP.
Empire Paper Co.
Ennis Tag & Salesbook Co.
FAY PAPER PRODUCTS, INC.
Gilbert Paper Co.
Greg Sales Co., Inc.
Hammermill Paper Co.
Hampshire Paper Co., Inc.
Hawthorne Paper Co.
Highland Mfg. Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Millers Falls Paper Co.
Munising Paper Co.
Neenah Paper Co.
Nekoosa-Edwards Paper Co.
Port Huron Sulphite & Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Stationers Guild of America
Valley Paper Co.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting-Plover Paper Co.
Winnebago Paper Co., Inc.

Paper (Wrapping, Kraft)

Albemarle Paper Mfg. Co.
Marvin Envelope & Paper Co.
Munroe Paper Corp.
Nekoosa-Edwards Paper Co.
Thilmany Pulp & Paper Co.
Union Bag & Paper Corp.

Paper Clasps

(See Clasps, Paper)

Paper Clips

(See Clips, Paper)

Paper Cutters

(See Trimming Boards)

Paper Cutters (Wrapping Paper)

Bulman, E. O., Mfg. Co., Inc.
Nelson Vertical Paper Cutter Co., Inc.

Paper Drinking Cups

(See Cups and Dispensers, Paper)

Paper Fasteners

(See Fasteners)

Paper Fastening Machines

(See Staplers)

Paper Joggers

Ditto, Inc.
Magic Circle Mfg. Co.
Thomas Mechanical Collator Corp.

Paper Shredders

Industrial Shredder & Cutter Co.
Lee & Henry Mfg. Co.
Mitts & Merrill
Shredmaster Corp.
Taylor-Stiles & Co.
Universal Shredder Co.
Western Reserve Laboratories

Paper Towels and Dispensers

Bay West Paper Co.
Bradner Smith & Co.
Crown Zellerbach Corp.
DENNISON MFG. CO.
Hano Paper Co., Inc.

Hudson Pulp & Paper Corp.
Huntington Laboratories, Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Northern Paper Mills
Scott Paper Co.
U. S. Envelope Co.

Paper Weights

Almac Plastics, Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Canton Glass Co., Inc.
Compass Instrument & Optical Co.
Finch & McCullough
Gits Molding Corp.
Green Duck Metal Stamping Co.
McKee Glass Co.
POLAR MFG. CO.
Rodefer Glass Co.
St. Louis Button Co.
Serolite Corp.
SERVICE PRODUCTS DIVISION
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.

Parcel Handles

(See Package Handles)

Parcel Post Rate Guides

Colonial Co.
Leonard, G. R., & Co.
McKay, W. D.
Meilicke Systems, Inc.

Partitions (Office, Glass)

Pennsylvania Wire Glass Co.
Pittsburgh Plate Glass Co.

Partitions (Office, Metal)

Arnot and Co., Inc.
ART METAL CONSTRUCTION CO.
Hauserman, E. F., Co.
Meyers, Fred L., Mfg. Co.
Mills Co., The
New Castle Products
Takapart Products Co.
Virginia Metal Products Corp.

Partitions (Office, Wood)

Add-A-Unit Partition Co.
American Store Equipment and Construction Corp.
Arnot and Co., Inc.
Driwood Corp.
G. R. Products, Inc.
Takapart Products Co.
U. S. Plywood Corp.
Weber Showcase & Fixture Co., Inc.

Pass Books and Covers

(See Books, Pass)

Passe Partout Bindings

(See Bindings, Passe Partout)

Paste

(See Adhesives, Paste)

Patches and Reinforcements (Gummed)

(See Gummed Cloth Eyelets and Patches)

Pay Roll Envelopes

(See Envelopes, Payroll)

Pay Roll Machines

Addressograph-Multigraph Corp.
Denominator Co., Inc.
International Business Machines Corp.
International Payroll Machine Co.
Remington Rand Inc.
UNDERWOOD CORP.

in this Edition of the INDEX ISSUE are listed

. . . over 1500 classifications of office utilities, cross-indexed for easy reference with all the manufacturers' names listed under the types of products they make.

. . . more than 2500 names and addresses of manufacturers of products marketed through office supply and equipment stores.

. . . over 4200 trade names —with the names of the manufacturers. A quick reference section for the busy buyer.

. . . more than 250 catalog-type ads. Ads that supplement listings in the BUYERS INDEX with useful information that helps buyers buy!

THE BUYERS INDEX ISSUE

. . . is your short cut to essential information.

●

Pay Roll Systems

(See Forms, Pay Roll)

Peg Boards (Accounting)

E-Z Sort Systems, Ltd.
Felt & Tarrant Mfg. Co.
General Manifold & Printing Co.
Hadley, Charles R., Co.
Intasco Co.
Le Febure Corp.
McBee Co., The
Reynolds & Reynolds Co.
Sheppard, C. E., Co.
Universal Manufacturing Stationers, Inc.
Wilmer, E. P., Inc.
WILSON JONES CO.

Pen and Pencil Clips

(See Clips, Pen and Pencil)

Pen and Pencil Racks

(See Racks, Pen and Pencil)

Pen and Pencil Sets

(See Fountain Pen and Mechanical Pencil Sets)

Pen Points (Gold, Gold Plated)

Arch Pen Co.
Everlast Pen Co.
Holland, John, Gold Pen Co.
HUNT, C. HOWARD, PEN CO.
Kahn, David, Inc.
Miller Bros. Pen Co.
Pencraft, Inc.
Pen-N-Pencil Co.
Rite-Craft Co.
Rotary Pen Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Serolite Corp.
Spencerian Pen Co.
Turner & Harrison Pen Mfg. Co., Inc.
Weidlich Pen Mfg. Co.
Weigel, E. O., & Sons
Welty Pen & Repair Co.

Pen Points (Lettering)

(See Lettering Pens)

Pen Points (Steel)

Eagle Pencil Co.
Esterbrook Pen Co.
Everlast Pen Co.
HUNT, C. HOWARD, PEN CO.
Kahn, David, Inc.
Miller Bros. Pen Co.
Ozark Pen Mfg. & Repair Co.
Pencraft, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Serolite Corp.
Spencerian Pen Co.
Turner & Harrison Pen Mfg. Co., Inc.
Weidlich Pen Mfg. Co.
Weigel, E. O., & Sons
Welty Pen & Repair Co.

Pencil Boxes (School)

(See Boxes, Pencil, School)

Pencil Lengtheners

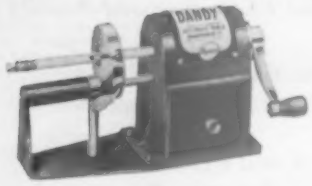
American Pencil Co.
Best, Richard, Pencil Co.
BRUSHMAKERS, INC.
Craftint Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.,-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Griffin Mfg. Co.
Koh-I-Noor Pencil Co., Inc.

Pencil Point Protectors

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Nobema Products Corp.
Swan Pencil Co., Inc.

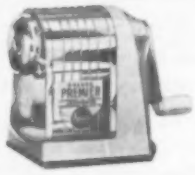
Apsco

YOUR TICKET TO
SALES and PROFITS
APSCO PENCIL SHARPENERS



THE DANDY
Deluxe in every way. All steel frame, pull-out receptacle, automatic feeding device, saves time and pencils.

THE DEXTER #3
APSCO's heavy duty model, designed for constant rugged usage. The most popular sharpener ever developed for commercial and school use.



THE PREMIER Deluxe Portable
Completely portable with mar-proof rubber base. Complete with automatic feed, positive point stop and "Lock Tite" receptacle. Always within finger-tip reach.

Other APSCO Sharpeners include:
- MIDGET
- CHICAGO
- GIANT
- PREMIER
- and DRAFTSMAN models

AUTOMATIC PENCIL SHARPENER CO.
336 NORTH FOOTHILL ROAD, BEVERLY HILLS, CALIF.
ROCKFORD, ILLINOIS TORONTO, CANADA

Pencil Pointers

American "falcon" Mfg. Corp.
Cardinell Corp.
COOKE & COBB CO.
Crofoot, Nielsen & Co.
Elliott, B. K., Co.
Elward Mfg. Co.
ENGINEERING MFG. CO.
HUNT, C. HOWARD, PEN CO.
Nobema Products Corp.
STEMPEL MFG. CO.

Pencil Sharpeners (Desk, Wall)

Ameurope, Inc.
AUTOMATIC PENCIL SHARPENER CO.
DIXON, JOSEPH, CRUCIBLE CO.
HUNT, C. HOWARD, PEN CO.
Stationers Guild of America

Pencil Sharpeners (Electric)

Hollywood Specialty Co.
Morris, Bert M., Co.

Pencil Sharpeners (Pocket)

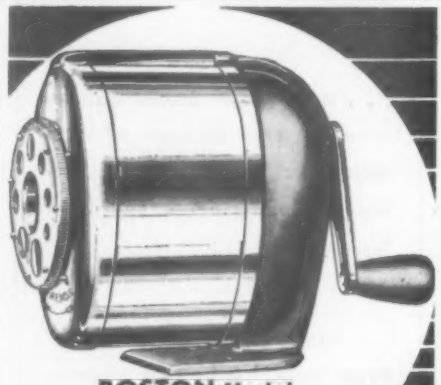
Aalton Mfg. Co.
Faber, A. W.-Castell Pencil Co., Inc.
Koh-I-Noor Pencil Co., Inc.
Nobema Products Corp.
Northeastern Plastics, Inc.
Plastic Products Co.
S. & S. Distributing Co.
Sterling Plastics Co.
Swan Pencil Co., Inc.

Pencils (All Lead)

American Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Reliance Pencil Corp.

Pencils (Checking and Marking)

American Crayon Co.
American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.-Castell Pencil Co., Inc.



BOSTON Model
KS
Pencil Sharpener

Be sure to look over our listings of pencil sharpeners, and pens in this Buyers Index. Boston Pencil Sharpeners are backed by over 50 years of manufacturing experience in the Stationers Industry and Guaranteed for a year. Send for our new catalog and trade price list.

BOSTON
PENCIL SHARPENERS

Manufactured by
C. HOWARD HUNT PEN CO.
CAMDEN 1, N. J.

Faber, Eberhard, Pencil Co.
General Pencil Co.
Hutcheon Bros.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
LISTO PENCIL CORP.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Scripto, Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
TWEETEN FIBRE CO.
V. & E. Mfg. Co.
Victorian Pencil Co.
Wallace Pencil Co.

Pencils (China and Cellophane Marking)

American Crayon Co.
American Pencil Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
LISTO PENCIL CORP.
National Pencil Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
TWEETEN FIBRE CO.

Pencils (Colored)

American Crayon Co.
American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Sanders Mfg. Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.

Pencils (Copying and Indelible)

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.

Pencils (Drawing)

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.

Pencils (Hectograph)

American Pencil Co.
Autocopy, Inc.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Hectographia Corp.
HEYER CORP.
Levison & Blythe Mfg. Co.
Mimeo Mfg. Co.
National Pencil Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.

Mars-
Lumograph

2886 DRAWING PENCILS

1904 DRAWING LEADS

TRADITION CHROMA
COLORED PENCILS

MARS
INDELIBLE PENCILS

MARS
COLORED PENCILS

GLOBE-TROTTER
HECTOGRAPH PENCILS

CARBONITE
CHARCOAL PENCILS

IMPORTED
from GERMANY

J. S. STAEDTLER, INC.
53 WORTH STREET
NEW YORK 13, N.Y.
STAEDTLER SINCE 1662

Pencils (Imprinted, Mechanical)

American Pencil Co.
Argo Pen-Pencil Co.
Arnold, R. L., Pen Co.
Autopoint Co.
Brownie Mfg. Co.
Duplex Pen & Pencil Co.
Eagle Pencil Co.
Everlast Pen Co.
Guedon Co.
Kahn, David, Inc.
Knickerbocker Leather & Novelty Co., Inc.
LISTO PENCIL CORP.
Nichols Products Co.
Quick Point Pencil Co.
Scripto, Inc.
Union Pencil Co., Inc.
Welsh Mfg. Co.

Pencils (Imprinted, Wood-Cased)

American Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.,-Castell Pencil Co., Inc.
General Pencil Co.
Koh-I-Noor Pencil Co.
Linton Pencil Co.
National Pencil Co.
Reliance Pencil Co.
Sanders Mfg. Co.
Souvenir Lead Pencil Co., Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Union Pencil Co., Inc.

Pencils (Mechanical)

Alexander Mfg. Co.
American Pencil Co.
Argo Pen-Pencil Co.
Arnold, R. L., Pen Co., Inc.
Autopoint Co.
Avon Pen Products Co.
Barrett, C. E., & Co.
Brownie Mfg. Co.
Columbia Pencil Co., Inc.
Cross, A. T., Pencil Co.
Dean Mfg. Corp.
Diamond Point Pen Co., Inc.

EVERYONE USES A LISTO!

The Marking Pencil that Writes on Everything

Retailers Want LISTO

Retailers want Listo Marking Pencils for pricing merchandise. Listo is the pocket pricing system that writes on metal, writes on glass, writes on cellophane. Grocers, druggists — *every* retailer buys and uses Listo Marking Pencils daily.

Housewives Need LISTO

Housewives need Listo Marking Pencils for dressmaking, home canning and freezing, and dozens of other jobs around the home. They like Listo's hundreds of uses—they buy Listos because they're so simple, so easy to use.

Businessmen Buy LISTO

Businessmen buy Listo Marking Pencils for their shipping rooms, stock rooms, advertising and other departments because they do so many jobs — so fast and inexpensively!

Everybody buys LISTO! That's why a small investment means big profits

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EXTRA HEAVY LEADS THAT DON'T BREAK

IN 6 COLORS

BLACK BLUE YELLOW
RED GREEN BROWN

Solid Colors in the Box

AN EXTRA SLEEVE IN EVERY BOX OF LEADS

"Nobody wants anything but LISTO!" dealers report, "That's why we feature LISTO exclusively." That's the story everywhere—for there's only one LISTO... the best advertised, the biggest selling marking pencil in the world. National magazines, as well as leading trade publications tell the LISTO story millions of times a year. Cash in...feature LISTO! Only LISTO has the patented "Grip Type Sleeve" that grips the entire length of the lead. Prevents breakage, the leads do not fall out.

LISTO PENCIL CORP., Alameda, Calif. • In Canada: LISTO PRODUCTS, Ltd., Vancouver, B. C.

TWEETEN *Marking Pencil*

A heavy duty, sturdily made marking pencil with screw type feed like a mechanical lead pencil. Makes neat, legible marks on practically every type of surface

For Office, Grocery, Warehouse, Shipping Room, Dept. Store, Home and Farm.

Excellent for pricing and marking merchandise in Grocery, Drug and Dept. Store.

Best for heavy duty checking in Office, Warehouse and Shipping Room.

Ideal for marking home canning and deep freeze items.

A thousand and one uses. Any place where checking pencils or crayons are used. Neat—clean—economical, always ready for use. Solves warm weather marking problems.

Pencils available in Black, Red, Blue and Green.

Refills available in six colors, Black, Red, Blue, Green, White and Yellow. Packed 12 of one color to a package. List price 25c per package.

RETAILS **49c** *each including Fed. Tax.*

Contact your wholesale stationer or write us.

3½" REFILL

TWEETEN *Fibre Co., Inc.*

2029 WEST FULTON STREET • CHICAGO 12, ILLINOIS

Pencils (Mechanical)

(Continued from page 183)

DIXON, JOSEPH, CRUCIBLE CO.
Duplex Pen & Pencil Co.
Dur-O-Lite Pencil Co.
Eagle Pencil Co.
Esterbrook Pen Co.
Everlast Pen Co.
Eversharp, Inc.
Faber, Eberhard, Pencil Co.
Hamilton Pen Co.
Holland, John, Gold Pen Co.
Hollywood Pen Co.
Holt Pen Co.
Hutcheon Bros.
Kahn, David, Inc.
Ketcham & McDougall, Inc.
Lew Mfg. Co.
Lipic., Jos., Pen Co.
LISTO PENCIL CORP.
McLennon Pen Co.
Monochrome Pen Co.
Moore Pen Co.
Morrison Fountain Pen Co.
Nichols Products Co.
Non-Stop Pen & Pencil Co.
Ozark Pen Mfg. & Repair Co.
Pen-N-Pencil Co.
Parker Pen Co.
Quick Point Pencil Co.
Rite-Craft Co.
Rite-O, Inc.
Ritepoint Co.
Rotary Pen Co.
Russell Pencil Co.
Scripto, Inc.
Sheaffer, W. A., Pen Co.
Slencil Co.
Southern Pen Co.
Stratford Pen Corp.
Tenner-Anderson Co.
U. S. Victor Fountain Pen Co., Inc.
Universal Fountain Pen & Pencil Co.
V. & E. Mfg. Co.
Victorian Pencil Co.
Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Pencils (Mechanical, Drafting)

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Ozark Pen Mfg. & Repair Co.
STAEDTLER, J. S., INC.
V. & E. Mfg. Co.
Winslow Product Engineering Co.

Pencils (Mechanical, Marking)

Hutcheon Bros.
LISTO PENCIL CORP.
Scripto, Inc.
TWEETEN FIBRE CO.
V. & E. Mfg. Co.

Pencils (Mechanical, Multiple Color)

Four-O-Matic Pencil Co.
Nichols Products Co.
Norma Pencil Corp.
Robert-Murray Co., Inc.
Sparkes Products Co.
Supra Pencil Co.

Pencils (Wood-Cased)

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
Musgrave Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Ruwe Pencil Co.
Stationers Guild of America
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
U. S. Pencil Co., Inc.
Union Pencil Co., Inc.
Wallace Pencil Co.

Penholders

American Pencil Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Griffin Mfg. Co.
HUNT, C. HOWARD, PEN CO.
Koh-I-Noor Pencil Co., Inc.
Miller Bros. Pen Co.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
Ozark Pen Mfg. & Repair Co.
Palmer, A. N., Co.
Pen-N-Pencil Co.
Preferred Products Co.
Reliance Pencil Corp.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Souvenir Lead Pencil Co., Inc.
Spencerian Pen Co.
Sterling Plastics Co.
Swan Pencil Co., Inc.
Wallace Pencil Co.

Pens (Artists and Mapping)

(See Artists' Supplies)

Pens (Ball-Point)

(See Fountain Pens, Ball-Point)

Pens (Fountain)

(See Fountain Pens, Nib-Type)

Pens (Lettering)

(See Lettering Pens)

Pens (Marking, Brush)

(See Brushes, Marking, Fountain)

From faraway lands...

from ancient trees...

from genuine diamonds...

Comes the Magic of Ticonderoga!

Graphite for its waxed leads comes from the Indies, is blended with clay from Bavaria. Its wood is aromatic, age-old California cedar. Diamond dies mold the lead to perfection. Ticonderoga is truly the *magic pencil!*

These facts are full of meat...you can sink your teeth into them. And your pencil customers will read these facts in leading magazines. Ticonderoga is not just another pencil...it is a pencil you can *talk* about, a pencil you know is loaded with quality.

Your customers will read about Ticonderoga's exclusive *Leadfast* construction, its smooth writing, perfect sharpening and durability. And this year, as always, you can ask for Ticonderoga's dramatic, powerful dealer aids—window displays, streamers, blotters for your imprint...*Ticonderoga is the pencil that sells.*

Get those sales in your store. Write to address below:

JOSEPH DIXON CRUCIBLE COMPANY, *Pencil Products Division, Dept. 84-J53, Jersey City 3, New Jersey*

Pens (Ruling)

(See Drafting Instrument Sets)

Pens (Stylographic)

(See Fountain Pens, Ink Pencil)

Pens (Stylus)

(See Styli, Stencil)

Perforators (Pinhole Type)

American Bank Equipment Co.
American Perforator Co.
Cummins-Chicago Corp.
Time, Date and Number, Inc.

Personal Files

(See Files, Personal)

Photo Albums

(See Albums, Photograph)

Photo Mailers

American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Brooklyn Mailing Device Co.
Burke & James, Inc.
COOKE & COBB CO.
Eureka Specialty Printing Co.
Hyman, L., & Sons
Josephson Mfg. Corp.
Marvin Envelope & Paper Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
QUALITY PARK ENVELOPE CO.
U. S. Envelope Co.
WILSON JONES CO.
Worcester Envelope Co.

Photo Mount Corners and Hinges

Ace Art Co.
Burke & James, Inc.
DENNISON MFG. CO.
Eastman Kodak Co.
Engel Art Corners Mfg. Co.
Eureka Specialty Printing Co.
Miles, E. E., Co.
Mounties, Inc.

Photocopy Equipment

American Photocopy Equipment Co.
Bruning, Charles, Co., Inc.
Duophoto Corp.
Eastman Kodak Co.
Fairchild Aerial Surveys, Inc.
General Photo Products Co., Inc.
Gwenly Corp.
Haloid Co.
Mayhal Photocopy Corp. of America
Orco Cameras, Inc.
Ozalid Div., General Analine & Film Corp.
Peck & Harvey
Peerless Photo Products, Inc.
Photostat Corp.
Polaroid Corp.
Recordak Corp.
Remington Rand Inc.
VICTOR SAFE & EQUIPMENT CO., INC.

Picture Hooks

(See Hangers and Hooks, Picture)

Pictures (Framed)

Helms Products, Inc. (Illuminated)
New York Graphic Society
Palmer House Galleries

Pigeon-Hole Cabinets

(See Cabinets, Pigeon-Hole)

Pin Cups and Trays

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
Canton Glass Co., Inc.
I.D.L. MFG. & SALES CORP.
McKee Glass Co.
Morris, Bert M., Co.
Rodefer Glass Co.
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.
WEIS MFG. CO.

Pin Tickets

(See Tickets, Pin)

Pins (Bank)

De Long Hook & Eye Co.
May, J. L., Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Prym, Wm., Inc.
Star Pin Co.
Union Pin Co.
VAIL MFG. CO.

Pins (Map)

American Map Co.
Educational Exhibition Co.
Graff, Geo. B., Co.
Hampden Mfg. Co., Inc.
Moore Push-Pin Co.
Rand McNally & Co.

Pins (Push)

Hampden Mfg. Co.
Moore Push-Pin Co.
Mounties, Inc.
Waterbury Tack Co., Inc.

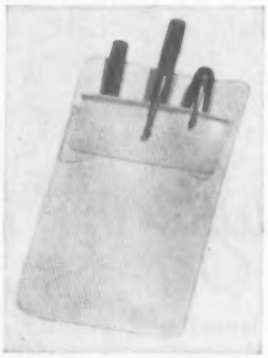
Pins ("T")

Oakville Co., Div.
Prym, William, Inc.

ORDER

Pocket Savers

YOUR BEST BUY
IN POCKET PROTECTORS



PLUS FEATURES

Fits easily into any pocket . . . can be worn on belt . . . extra pocket on back for stamps, cards or notes . . .

It's profitable to stock POCKET SAVERS! Available in white pique, alligator grain, pigskin or clear. All expertly tailored. Individually mounted on self-selling display cards, 3 doz./dispenser carton, sell at $1.80/doz. (Retail at 25c ea.)

Ask about our advertising imprinting service.

Call your jobber, or:

Anglers

PRODUCTS COMPANY
FLUSHING 58, N. Y.
In Canada: The Brown Bros. Ltd., Toronto 13, Canada

Plan Files

(See Files, Blueprint, Map and Plan)

Plaques

(See Honor Rolls)

Plastic Coatings, Sprays

ACME VISIBLE RECORDS, INC.
Gits Molding Corp.
Krylon, Inc.
Library Service Div., Bro-Dart Industries
Plastic Fabricators Co.

Platen Renewers

American Writing Ink Co., Inc.
Ames Supply Co.
Burns Mfg. Co.
Cardinell Corp.
Clarotype Co., Inc.
Dr. Scat Chemical Co.
Federal Mining & Mfg. Co.
Miller, C. H., Co.
Regal Typewriter Co., Inc.
Sanford Ink Co.
Schwartz Chemical Co.
Shipman-Ward Mfg. Co.
Tested Products Co.

Platens (Typewriter)

(See Typewriter Platens)

Plates (Addressing Machine)

(See Stencils, Addressing Machine, Metal)

Plates (Name)

(See Name Plates)

Plates (Offset Duplicator)

(See Duplicator Supplies, Offset)

Pocket Protectors

American Kleer-Vu Plastics, Inc.
ANGLER'S PRODUCTS CO.
Art Plastics Co.
Artmor Plastics Corp.
Blank, Arthur, & Co., Inc.
Guedon Co.
Kingsbacher-Murphy Co.
MEIER, JOSHUA, CO., INC.
Plastic Fabricators Co.
Plastic Service Co.
Smith, Hurley
Simon Products Co.
Vita Specialties Co.
Weeks, Frank A., Mfg. Co.

Pocket Secretaries

All American Leather Goods Co.
American Binder Co.
Ameron Wallet & Leather Novelty Co.
Art Plastics Co.
Bosca, Hugo, Co., Inc.
Buchsbaum, S., & Co.
Buxton, Inc.
Charm Products Mfg. Corp.
Dartnell Corp.
DOPPELT, CHARLES, & CO., INC.
Enger-Kress Co.
Exline, William, Inc.
Forbes Products Corp.
Knickerbocker Leather & Novelty Co., Inc.
Landa Leather Products Co.
MEIER, JOSHUA, Co.
Melton Publishing Co.
Nascon Products Division
Robinson Reminders
Rumpp, C. F., & Sons
Shank Leather Goods Co.
Squires, Fred Albert
Standard Leather Products, Inc.
Wilson Memindex Co.

Pocket Wallets

(See Wallets and Billfolds, Leather)

Polish and Cleaner (Floor)

Armstrong Cork Co.
Congoleum-Nairn, Inc.
Crescent Products Co.
Du Pont, E. I., de Nemours & Co.
Franklin Research Co.
General Cement Mfg. Co.
Huntington Laboratories, Inc.
Packwood, G. H., Mfg. Co.
Park Chemical Co.
Robertson, Theo. B., Products Co., Inc.
Time Saving Specialties (Coating)

Polish and Cleaner (Furniture)

Adhesive Products Corp.
Blake Industries
Crescent Products Co.
General Cement Mfg. Co.
Huntington Laboratories, Inc.
Johnson, S. C., & Son, Inc.
Nelsonite Chemical Products, Inc.
Park Chemical Co.
Robertson, Theo. B., Products Co., Inc.
Stafford, S. S., Inc.
Star Chemical Co.

Polish and Cleaner (Leather)

Adhesive Products Corp.
General Cement Mfg. Co.
Huntington Laboratories, Inc.
Lackawanna Leather Co.

Polish and Cleaner (Office Machine)

Ames Supply Co.
General Cement Mfg. Co.
Park Chemical Co.
Shipman-Ward Mfg. Co.

Portfolios (Artists)

Brown, Arthur, & Bro., Inc.
Craftint Mfg. Co.
Elliott, B. K., Co.
Lexington Leather Goods Co.
MEIER, JOSHUA, CO., INC.
Nobema Products Corp.
Osco Stationery Co.
STEIN BROS. MFG. CO.
VEVIER LOOSE LEAF CO.
Weber, F., Co.
Winfield Mfg. Co.

Portfolios (Imitation Leather)

All American Leather Goods Co.
Art Plastics Co.
Burkhardt Co.
CHICAGO DESK PAD CO., INC.
COOKE & COBB CO.
Fox, George E., & Co.
Lexington Leather Goods Co.
Regal & Wade Mfg., Inc.
Reuben Co.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Smith, S. K., Co.
STEIN BROS. MFG. CO.
VEVIER LOOSE LEAF CO.
WILSON JONES CO.
Winfield Mfg. Co.

Portfolios (Leather)

All American Leather Goods Co.
ASSOCIATED STATIONERS SUPPLY CO.
Bosca, Hugo, Co., Inc.
BRISTOL MFG. CO.
Burkhardt Co.
CHICAGO DESK PAD CO., INC.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Feldco Loose Leaf Corp.
Fox, George E., & Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
National Blank Book Co.
National Brief Case Mfg. Co.
Northwest Leather Goods Co.
Regal & Wade Mfg., Inc.
Reuben Co.
Shank Leather Goods Co.
Sheppard, C. E., Co.
STEIN BROS. MFG. CO.
VEVIER LOOSE LEAF CO.
WILSON JONES CO.
Winfield Mfg. Co.

Portfolios (Paper)

AMBERG FILE & INDEX CO.
Diemer, John F., Co.
Keystone Envelope Co.
National Fiberstok Envelope Co.
QUALITY PARK ENVELOPE CO.
SMEAD MFG. CO., INC.
WILSON JONES CO.

Post Card Racks

(See Racks, Post Card)

Postage Metering Machines

Commercial Controls Corp.
National Cash Register Co.
Pitney-Bowes, Inc.

Postage Stamp Affixers

(See Stamp Affixers)

Postage Stamp Boxes

(See Boxes, Postage Stamp)

Postal Scales

(See Scales, Postal)

Posting Trays and Stands

(See Trays, Posting)

Posture Chairs

(See Chairs, Posture)

Posts and Screws (Binding)

(See Loose Leaf Metals)

Controla-Chart

Simple and economical . . . uses colored, numbered and lettered indicators to give instant visual control of sales, production or any business operation. Anyone who uses records is a potential Controla-Chart customer . . . write today for full details on this new profit-maker!

THE VICTOR SAFE & EQUIPMENT CO., INC.
N. TONAWANDA, NEW YORK

Pressboard

Bird & Son, Inc.
Case Bros., Inc.
Case & Risley Press Paper Co.
Champion Paper & Fibre Co.
COOKE & COBB CO.
Hano Paper Co., Inc.
Lewis, J. P., Co.
Rogers Corp.
Spaulding Fibre Co., Inc.

Pressboard Folders

(See Filing Folders, Pressboard)

Price Books

(See Books, Price)

Price Card Holders

(See Holders, Price Card)

Price Cards, Tags, Tickets

(See Tags, Merchandise, Price)

Price Marking Machines

American Numbering Machine Co.
DENNISON MFG. CO.
Embosograf Corp. of America
Kimball, A., Co.
Monarch Marking System Co.
Soabar Co.

Price Marking Outfits

(See Printing Outfits, Rubber Type)

Price Marking Stamps (Porous Rubber)

National Cash Register Co.

Printing Outfits (Rubber Type)

Ameurope, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co.
Force, Wm. A., & Co., Inc.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Hellesoe, Hans H.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.,
Melind, Louis, Co.
Smith, R. H., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Printing Wheels

Consolidated Stamp Mfg. Co.
Force, Wm. A., & Co., Inc.
Matthews, James H., & Co.
Smith, R. H., Mfg. Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Production Control Boards

ACME BULLETIN & DIRECTORY BOARD CORP.
Clark, R. W., Mfg. Co.
DAVENPORT, A. C., & SON, INC.
E-Z Sort Systems, Ltd.
Educational Exhibition Co.
Graphic Systems
Remington Rand Inc.
Tablet & Ticket Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Wassell Organization, Inc.

Profit Calculators

(See Calculating Devices, Profit)

Program Clocks

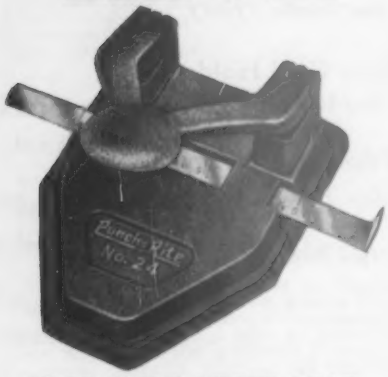
(See Clocks, Program)

Highest Quality

35 YEARS' EXPERIENCE BEHIND OUR PRODUCTS

•

Punch-Rite



TWO HOLE LOOSE LEAF PUNCH

1/4" Holes - 2 3/4" C to C

•

MAC-MIETH

HAND PUNCHES

Round Holes • Assorted Designs
Letters and Figures • All Sizes

ROUND HOLES

1/8" 3/16" 1/4"

LETTERS AND FIGURES

A B C D E F G

ASSORTED SYMBOLS

42 70 75 87 104 225

Liberal Dealer and Jobber Discounts

Write for Latest Illustrated Catalog

MAC-MIETH COMPANY Inc.

P. O. Box 832, Port Orange, Fla.

Promotional Material (Dealer)

Cabot's Promotional Aids, Inc.

Prong Binders

(See Binders, Prong)

Protectors (Pencil Point)

(See Pencil Point Protectors)

Protectors (Pocket)

(See Pocket Protectors)

Protectors (Sheet)

(See Sheet Protectors)

Protectors (Sleeve)

(See Sleeve Protectors)

Protractors

Brown, Arthur, & Bro.
Bruning, Chas., Co., Inc.
C-Thru Ruler Co.
Cardinell Corp.
Compass Instrument & Optical Co.
Dietzgen, Eugene, Co.
DIXON, JOSEPH, CRUCIBLE CO.
Elliott, B. K., Co.
ENGINEERING MFG. CO.
Guedon Co.
I.D.L. MFG. & SALES CORP.
Keuffel & Esser Co.
Nobema Products Corp.
Northeastern Plastics, Inc.
Parva Products Co.
Pereles Bros., Inc.
Post, Frederick, Co.
Starrett, L. S., Co.
Turner Devices, Inc.
Weber, F., Co.

Punched Card Machines

International Business Machines Corp.
Powers-Samas Accounting Machines Sales, Ltd.
Remington Rand Inc.

Punches (Adjustable Head)

ACME FASTENER CO.
BOORUM & PEASE CO.
Master-Craft Corp.
MASTER PRODUCTS MFG. CO.
METAL SPECIALTIES MFG. CO.
Mitchell Corp.
Mutual Stationers Supply Corp.
NEW ENGLAND PAPER PUNCH CO.
Punch-All Co., Inc.
STATIONERS SUPPLY CORP. (REINFORCING)
WILSON JONES CO.

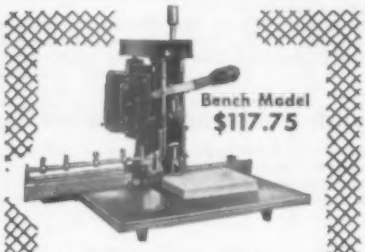
Punches (Eyelet)

Bates Mfg. Co.
Bonney-Vehslage Tool Co.
Eyelet Tool Co.
Sargent & Co.
Sibley, Edward L., Mfg. Co., Inc.
Stimpson, Edwin B., Co.
WILSON JONES CO.

Punches (Fixed-Head)

ACCO PRODUCTS, INC.
ACME FASTENER CO.
Bates Mfg. Co.
BOORUM & PEASE CO.
Cottrell-Clarke, Inc.
Diebold, Inc.
GENERAL BINDING CORP. (FOR BINDING)
LASSCO PRODUCTS, INC.
MAC-MIETH CO.
MASTER PRODUCTS MFG. CO.
METAL SPECIALTIES MFG. CO.
Mitchell Corp.
Mutual Stationers Supply Corp.
National Blank Book Co.
NEW ENGLAND PAPER PUNCH CO.
Punch-All Co., Inc.
Sheppard, C. E., Co.
Spencerian Pen Co., Inc.
Stationers Loose Leaf Co.

CORNER-ROUNDERS and "SPINNIT" PAPER DRILLS



For time and cost saving in the office and print shop. Practical, simple, production machines for fast handling of round-hole, slitting, slotting, and cornering work. Write to us.

LASSCO PRODUCTS, INC.
485 Hague St. • Rochester 6, N. Y.

CLIX

PAPER PUNCH

NOW! Finished in handsome silver-gray hammertone with contrasting bright red base. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No gauges to set, no places to mark. Just insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. Retails at low price of $3.75.

Order from your Wholesaler

MODEL 3 (Illustrated) . . . Punches 3 holes 1/4" dia., spaced 4 1/4" on centers, 1/4" from back binding edge — standard spacing for 11" x 8 1/2" sheets.

Clix PAPER PUNCH

NEW ENGLAND PAPER PUNCH CO.
NATICK, MASSACHUSETTS

Western Rep.—HARRY HENKEL ASSOC.
Western Mdse. Mart, 1355 Market St., San Francisco

MASTER PRODUCTS PAPER PUNCHES

for Every Office Need!

$22.50
MODEL 1325

Extra Long Handle $5.00 additional

MASTER 1000 SERIES PUNCHES

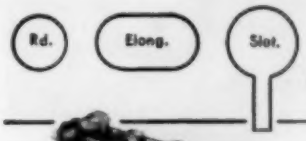
PUNCH ANY COMBINATION OF SIZES AND SHAPES!

The new Master 1000 Series are the first *universal* punches of *quality* construction ever available! With greater capacity than any other punches of comparable size, they easily punch as many as 6 holes at one stroke, through material up to full 3/16" thickness. Punch heads are full floating and may be used in *any combination* of size, shape and spacing.

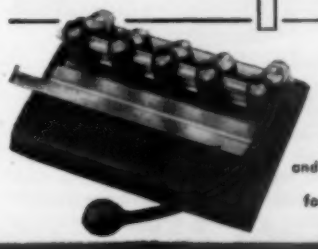
Master 1000 Series Punches have ground and tempered, clean cutting punches of tool and die accuracy. A sweeping curve increases the handle leverage for easy operation at full capacity. A new, improved, adjustable side guide centers sheets up to 20" wide. Improved depth gauge, quickly adjustable by thumb screw, permits accurate adjustment of hole margin depth to ⅝". Heavy duty construction throughout, with heavy stamped steel base that measures a compact 7¼" by 10¾". Rubber feet prevent marring of surfaces. Attractive gray crackle finish; heavily plated parts.

Model 1325 (Illustrated above) with 3 round heads for 3-hole (¼" diameter) punching. Individually packaged.
Extra long handle shown.

Other styles of heads for *Master Series 1000 Punches* are available in these shapes and sizes:



Round, ¼, 5/32, 3/16, 5/32, 11/32 and 13/32" dia. each $4.50.
Elongated, ¼"–½", each $8.50.
Slotted, 11/32" and 13/32" dia., each $6.50.



$39.50
MODEL 1525EX
With 5 heads, punches three ¼" round and two ¼"–½" elongated holes. This punching fits both standard three and four ring and post binders.

THE LOWEST-PRICED FULLY ADJUSTABLE, ALL-PURPOSE PUNCH!

$10.95
MODEL 325—3 heads
¼" diam., round

A powerful 3-hole, ¼" round punch of full ⅛" capacity. Sharp, accurate die-and-punches. Geared punch head for lifting through punched sheets. Incised, calibrated scale and side guide for accurate centering of sheets up to 15". Extra long handle. Removable chip pan. Heavy stamped sheet metal base, 7¼" x 11", with rubber toes. Gray crackle finish, other parts heavily plated. Individually packaged; 1 doz. to shipping carton. Wt. 48 lbs.

MODEL 425—4 heads, $12.95. Additional heads—¼" diam. rounds only, $2.00 each.

WHAT A BUY AT $3.75

"DESKMASTER" 2⅜" PAPER PUNCH

The lowest-priced quality 2⅜" paper punch on the market! Attractive streamlined design, with exclusive "Handle Hold-Down." Punches standard 2⅜" center, ¼" round holes with extreme accuracy—its hardened and-dies punches are scissors-sharp. Full ⅛" capacity. Easily adjustable extension guide. Adjustable depth gauge for indentures of ¼" to ⅝". Heavy gauge steel base, 4¼" x 6", with rubber toes. Gray crackle finish. Height, 2-9/16". Individually packaged; 3 doz. to shipping carton. Wt. 61 lbs. $3.75 each.

DIVISION OF MASTER MANUFACTURERS, INC.
MASTER PRODUCTS MANUFACTURING COMPANY
3450 East 14th Street • Los Angeles 23, Calif.
MANUFACTURERS OF SPECIALIZED FILING AND OFFICE EQUIPMENT SINCE 1934

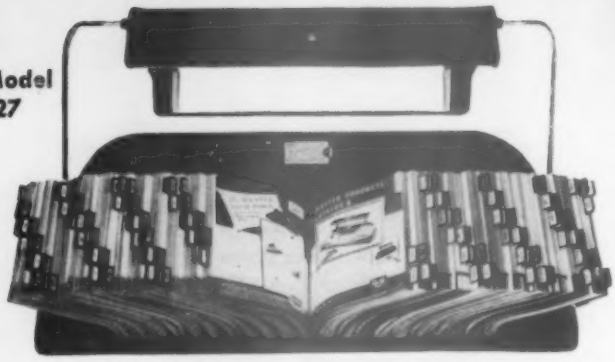
MASTER PRODUCTS

Fast-Moving

MASTER
PRODUCTS

SECTIONAL FILING EQUIPMENT

Model F27

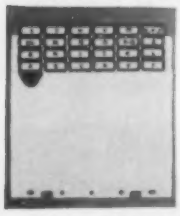


MASTER MULTI-POST SECTIONAL FILING CABINETS

Specialized visible filing equipment that systematically organizes and automatically controls catalog and loose-leaf material for quick, accurate, and continual finger-tip reference. Wide range of of types and sizes, with 6 to 45 section capacities.

Model 12

MASTER METALTAB INDEX SYSTEMS



Systematize and automatically control reference files. Available in a wide variety of titles to meet exact indexing requirements of nearly every industry. Mounted on linen, paper, or morocco. With exclusive Perma-Seal tab, a permanently-sealed, soil-proof tab, made of steel but paper-thin. Also slip-in title strips.

MASTER FILE ADAPTORS

Adapt unpunched material to binding mechanisms. Inserted between pages or folds; holes or slots in adaptor adjust to match all standard ring and post binders. Adjustable to 14" overall. 40c each. 1 doz. in counter display.

Streamliner

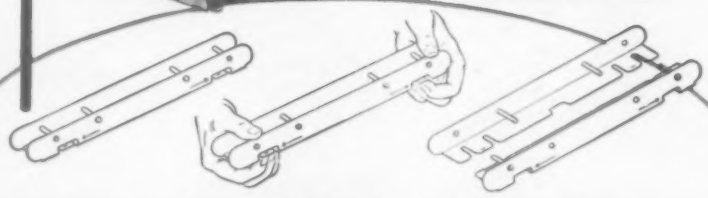
MASTER MULTI-POST SECTIONAL SALES CASES

Designed to system-organize selling material, providing practical means for carrying and displaying. Opens perfectly flat. Separate, multi-post, self-locking sections are instantly removable. Steel frame, heavily plated parts. All-enclosed, finest top grain black or tan leather cases. 6 Models for 3 to 8 one-inch sections.

Salesbinder

MASTER MULTI-POST SECTIONAL SALES BINDERS

Incorporate the same exclusive binding mechanism and fine quality leathers as the "Streamliner" series, but are open binders instead of all-enclosed. Now available with new, improved "snap" closing strap. 7 Sizes for 3 to 12 one-inch sections.



ALL WITH MASTER'S FAMOUS BINDING MECHANISM

MASTER METHOD

2-piece section with self-locking triggers for any punching.

EASTERN DISTRIBUTOR:
BAINBRIDGE, KIMPTON & HAUPT, INC.
218 Greenwich Street, New York 8, New York

MASTER
PRODUCTS

DIVISION OF MASTER MANUFACTURERS, INC.
MASTER PRODUCTS MANUFACTURING COMPANY
3480 East 14th Street • Los Angeles 23, Calif.
MANUFACTURERS OF SPECIALIZED FILING AND OFFICE EQUIPMENT SINCE 1934.

PUNCHES and REINFORCES in 1 STROKE!

MODEL PR3 for 3 Hole ring binders

other models available!

Foot-and-Motor-powered

No More Torn, Pulled-Out Loose Leaf Sheets! with the

TARGET
REINFORCING PUNCH

FULLY GUARANTEED

Special TARGET Reinforcing Tape
Very thin—extra strong—does not add bulk to files.

STATIONERS SUPPLY CORP.
82 Wall St., New York
in Canada: Brown Bros. Ltd., 25 Waterman Avenue • Toronto, Ont.

Punches (Fixed-Head)

(Continued from page 188)

STATIONERS SUPPLY CORP. (REINFORCING)
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Punches (For Marginal Card Punching)

Boeckeler Instrument Co.
E-Z Sort Systems, Ltd.
Hadley, Charles R., Co.
McBee Co.
Superior Business Machines, Inc.

Punches and Drills (Machine)

Challenge Machinery Co.
LASSCO PRODUCTS, INC.
Remington Rand Inc.
Southworth Machine Co.

Punches (Ticket)

Adams, S. G., Co.
Barrett, William L., Co.
Bonney-Vehslage Tool Co.
Gibson, A. C., Co., Inc.
HOGGSON & PETTIS MFG. CO.
Joslin, A. D., Mfg. Co.
MAC-MIETH CO.
MARKWELL MFG. CO., INC.
Matthews, James H., & Co.
McGill Metal Products Co.
Meyers, Fred L., Mfg. Co.
Meyer & Wenthe, Inc.
Sargent & Co.
Spencer, S. M., Mfg. Co.
WILSON JONES CO.

Punches (Visible Record)

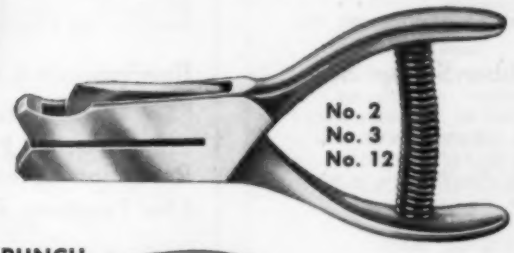
BOORUM & PEASE CO.
MASTER PRODUCTS MFG. CO.
Punch-All Co., Inc.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
WILSON JONES CO.

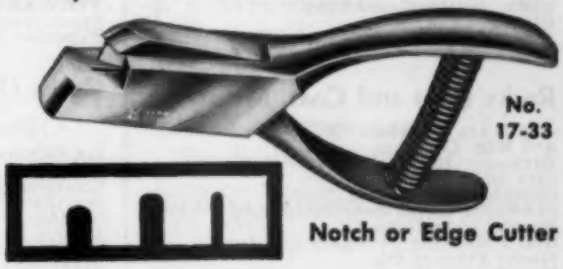
XL

TICKET & MARKING PUNCHES *for every purpose*

Made of Best Material Available—Heavily Nickled—Hardened Steel Dies

PUNCHES ROUND HOLES AND DESIGNS





Notch or Edge Cutter

TALLY COUNTER PUNCH

No. 2, 1¼" reach, furnished with assorted dies or equipped to punch ⅛" to ¼" round holes. No. 3, 1½" reach, and No. 12, 2" reach, are of same design as No. 2, shown.

No. 17, 33 notches index cards, leather, patterns, etc. No. 17 dies not over ¼" wide, 5/16" deep; No. 33 dies not over ½" deep.

Tally Counter Punch registers number of punchings from 1 to 99,999. Punches ⅛", 3/16" or ¼" round holes—also our standard designs. Same Counter also incorporated in other XL Punches, Nos. 2, 3, 10, 11 and 21.

Write for circulars and prices

THE HOGGSON & PETTIS MFG. CO., 141T Brewery St., New Haven 7, Conn.

Racks (Book)

Dash Metal Products Co.
Duplex Book Stand Co. (Self-leveling)
Equipto Div., Aurora Equipment Co.
Franklin Table Co.
Gaylord Bros., Inc.
HOOSIER DESK CO.
Interior Steel Equipment Co.
KARL MFG. CO.
Kelley-Mennes Mfg. Co. (Lecturns)
Lennox Metal Mfg. Co., Inc.
LIT-NING PRODUCTS CO.
Lynch-Jamentz Co.
Lyon Metal Products, Inc.
Mayer Mfg. Co.
Merchants Box Co.
Northfield Specialties Co. (Study Boards)
Pressed & Welded Steel Products Co.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
Replogle Globes, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
STEMPEL MFG. CO.

Racks (Cashier's Pad)

ABBOTT COIN COUNTER CO.
Currier Mfg. Co.

Racks (Catalog)

(See Binders, Catalog, Counter Rack)

Racks (Coin, Storage)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Currier Mfg. Co.
Dash Metal Products Co.
DOWNEY, C. L., CO.
Lonson Mfg. Co.
Mayer Mfg. Co.
Nationwide Office Supply Co.
NU-CRAFT PRODUCTS CO.
Strayer Coin Bag Co.
Tauck, Arthur C., & Co.

Racks (Currency)

ABBOTT COIN COUNTER CO.
DOWNEY, C. L., CO.

Racks (Display)

(See Fixtures, Store, Display Racks and Stands)

Racks (Gathering)

DOLIN METAL PRODUCTS, INC.
Evans Specialty Co.
Industrial Budgets, Inc.
Mendes, J. Curry, Corp.
Thomas Mechanical Collator Corp.
Wabash Metal Products Co.

Racks (Greeting Card)

Camporese Cabinet Co.
Davis Metal Fixture Co.
Reflector-Hardware Corp.
Riebel, Fred, & Co.
Wood Displays Mfg. Co.

Racks (Hat and Coat, Metal)

Appliance Products Co.
Ard Mfg. Co., Inc.
Berkeley Industries
City Display, Inc.
Combined Industries, Inc.
Crawford Metal Craftsmen, Inc. (Wall)
Frantz Industries
Glaro Machine Products Co., Inc.
Hecht Fixture Co.
Ken-Ro-Bil Corp.
Lyon Metal Products, Inc.
Sherman-Manson Corp.
Tubecrafters Sales Division
Vogel-Peterson Co.
WACO PRODUCTS, INC. (WALL)

Racks (Hat and Coat, Wood)

Excellent Cabinet Works Co.
Geller, J. R.
Milwaukee Chair Co.
QUIGLEY FURNITURE CO.
Wells Furniture Mfg. Co.

Racks (Letter)

All Purpose Metal Equipment Corp.
Automatic File & Index Co.
Cronstroms Mfg. Co.
Currier Mfg. Co.
Goodfrend Metal Products Co.
LIT-NING PRODUCTS CO.
Regina Metal Products Corp.
Standard Industrial Products Co.

Racks (Magazine, Metal)

Davis Metal Fixture Co.
Demco Library Supplies
LIT-NING PRODUCTS CO.
Remington Rand Inc.
SMO-KING PRODUCTS, INC.
Steel Fixture Mfg. Co.

Racks (Magazine, Wood)

Excellent Cabinet Works Co.
Ferguson Bros. Mfg. Co.
Gaylord Bros.
Globe-Wernicke Co.
Great Lakes Store & Office Fixture Co.
Merchants Box Co.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sjostrom, John E., Co.

Racks (Mail Bag)

(See Holders, Mail Bag)

Racks (Newspaper)

Barrett Bindery Co.
Demco Library Supplies
Gaylord Bros., Inc.
Globe-Wernicke Co.
Remington Rand Inc.
Sjostrom, John E., Co.

Racks (Pen and Pencil)

Redigraph, Inc.
Rowley's Office Equipment Co.
Victory Mfg. Co.
Weeks, Frank A., Mfg. Co.

Racks (Post Card)

Acme Publishing Co.
Davis Metal Fixture Co.

Racks (Reading)

Lynch-Jamentz Co.
Mayer Mfg. Co.
Replogle Globes, Inc.

Racks (Rubber Stamp, Castor Type)

BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Smith, R. H., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Stenhouse, A., & Co.
Superior Marking Equipment Co.

Racks (Rubber Stamp, Strip Type)

BANKERS & MERCHANTS, INC.
Gibson, A. C., Co., Inc.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Morris, Bert M., Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.

Racks (Stationery, Desk Drawer)

ART STEEL SALES CORP.
Automatic File & Index Co.
CORRY-JAMESTOWN MFG. CORP.
Cronstroms Mfg. Co.
Currier Mfg. Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
Imperial Methods Co.
INVINCIBLE METAL FURNITURE CO.
Jaybee Tray Co., Inc.
LIT-NING PRODUCTS CO.
Maso Steel Products
MAYFAIR CO.
STEMPEL MFG. CO.
WEIS MFG. CO.
Yawman and Erbe Mfg. Co.

Racks (Stationery, Desk Top)

Cronstroms Mfg. Co.
Currier Mfg. Co.
DOLIN METAL PRODUCTS, INC.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
Hall, Gordon L., Co.
HALVERSON SPECIALTY SALES
Imperial Methods Co.
LIT-NING PRODUCTS CO.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Star Office Accessories Co.
Sta-Tray Co.
WEIS MFG. CO.

Racks (Time Card)

Acme Publishing Co.
Angle Steel, Inc.
Cincinnati Time Recorder Co.
E-Z Sort Systems, Ltd.
Follett Time Recording Co.
Interior Steel Equipment Co.
International Business Machines Corp.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date and Number, Inc.

Racks (Umbrella)

See Stands, Umbrella)

Radiator Cabinets

(See Covers, Radiator)

Railings (Office)

(See Partitions, Office)

Razor Knives

(See Knives, Razor)

Reading Glasses

(See Glasses, Reading and Magnifying)

Reading Racks

(See Racks, Reading)

Rebuilt Typewriters

(See Typewriters, Rebuilt)

Receipting, Cutting Machines

All-Mark Stamp & Sales Co.
American Bank Equipment Co.
American Perforator Co.
Gibson, A. C., Co., Inc.
Matthews, James H., & Co.
Simplex Time Recorder Co.

Receipts

(See Forms, Drafts, Notes, Receipts, etc.)

Reception Room Furniture

(See Furniture, Reception Room)

Record Books

(See Books, Record)

Recorders (Telephone)

(See Telephone Recorders)

Recorders (Time)

(See Time Recorders)

Recording Machines
(See Dictating Machines)

Registers (Autographic)
(See Autographic Registers)

Registers (Cash)
(See Cash Registers)

Registers (Hotel, Tourist Court)
BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
WILSON JONES CO.

Registers (In and Out)
(See In and Out Boards)

Reinforcements (Gummed Cloth)
(See Gummed Cloth Eyelets, Patches)

Repair Kits (Fountain Pen)
Gem Specialty Co.
Ozark Pen Mfg. & Repair Co.
Pencraft, Inc.
Sheaffer, W. A., Pen Co.
Welty Pen & Repair Co.

Repair Kits (Furniture)
(See Furniture Repair Kits)

Repair Kits and Tools (Typewriter)
Ames Supply Co.
Kennedy Mfg. Co.
Marion Electrical Instrument Co.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.

Report Covers, Folders
(See Covers, Brief)

Reporters' Note Books
(See Note Books, Reporters')

Ribbons (Carbon Paper)
(See Carbon Paper Ribbons)

Ribbons (Hectograph)
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
Autocopy, Inc.
Baco Ribbon & Supply Co.
Buckeye Ribbon & Carbon Co.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Ditto, Inc.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
Hectographia Corp.
HEYER CORP.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbon Mfg. Corp.
LITTLE, A. P., INC.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Old Town Corp.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pres-To-Line Corp. of America
Quest Mfg. Co.
Regal Typewriter Co., Inc.,
Rose Ribbon & Carbon Mfg. Co.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
UNDERWOOD CORP.
Underwood, John, & Co.
U. S. TYPEWRITER RIBBON MFG. CO.
WEBSTER, F. S., CO.
Write, Inc.

Columbia
TYPEWRITER
RIBBONS
AND
CARBON
PAPERS
•
For more information see advertisement on page 53

U. S.
Features All Types Of
INKED RIBBONS & CARBON PAPERS
Ribbons
ADDING • BILLING
MULTILITH • ADDRESSING
HECTOGRAPH
MULTIGRAPH
TABULATING
TIME CLOCK
TIME STAMP
TYPEWRITER
BOOKKEEPING
CASH REGISTERS
CHECK WRITERS
ELLIOTT FISHERS
Carbons
PEN • PENCIL
BILLING • FANFOLD
ONE-TIME • HECTOGRAPH
TYPEWRITER
POSTING MACHINES
P & P (GUMMED EDGE)
Plus
Hot Wax
SPOT CARBONIZING
Domestic & Export Sales
Our 58th Year
General Offices & Plant
U. S. TYPEWRITER RIBBON MFG. CO.
621-623 CHERRY STREET
PHILA. 6, PENNA.
Established 1895

Ribbons (Office Machine)
Allen & Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Corp.
American Carbon Paper Mfg. Co.
American Ribbon & Carbon Co., Inc.
American Stencil Mfg. Co.
Ames Supply Co.
Baco Ribbon & Supply Co.
Buckeye Ribbon & Carbon Co.
Cameron Mfg. Co.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Ditto, Inc.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
Heale, J. A., & Co., Inc.
International Carbon & Ribbon Co., Inc.
International Cash Register Parts Co. (Cash Register Only)
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kodye, Inc.
Kores Carbon Paper & Ribbon Mfg. Corp.
Kraus Ribbon & Carbon Co.
LITTLE, A. P., INC.
Lumirol Corp. (Plastic)
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
National Cash Register Co.
Neidich Process Co.
Old Town Corp.
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pres-To-Line Corp. of America
Queen Ribbon & Carbon Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Remington Rand Inc.
Rochester Ribbon & Carbon Co.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Smith, L. C., & Corona Typewriters, Inc.
Snelling & Son
Speed Key Corp.
Sperry, John H., Co., Inc.
Stafford, S. S., Inc.
Standard Manifold Co.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
Underwood, John, & Co.
UNDERWOOD CORP.
Union Ribbon & Carbon Co.
U. S. TYPEWRITERS RIBBON MFG. CO.
Waters & Waters Branch
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Typewriter, Eradicable)
Aetna Products Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.

Ring Binders
(See Binders, Ring)

Rings (Loose Leaf)
(See Loose Leaf Metals)

Rocker Blotters
(See Blotters, Rocker)

Roller Shelf Units (Cabinet)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIV.
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
Interior Steel Equipment Co.
INVINCIBLE METAL FURNITURE CO.
Shaw-Walker Co.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Rolls (Gelatin)

(See Duplicator Rolls and Films)

Rolls (Paper, Adding Machine, Carbonized)

Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
Buckeye Ribbon & Carbon Co., The
Carter's Ink Co., The
Codo Mfg. Corp.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Eastern Specialties Co., Inc.
Marvin Envelope & Paper Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Old Town Corp.
Queen Ribbon & Carbon Co., Inc.
Peerless-Imperial Co., Inc.
Pres-To-Line Corp. of America
Rittenhouse Paper Co.
Stationers Guild of America
Storms, H. M., Co.
UNDERWOOD CORP.
Underwood, John, & Co.
Waters & Waters Branch
WEBSTER, F. S., CO.

Rolls (Paper, Adding Machine, Plain)

American Carbon Paper Mfg. Co.
AMERICAN PAD & PAPER CO.
Ames Supply Co.
Anchor Ruling Division
Bradner Smith & Co.
Bristol Paper Products, Inc.
Burton Paper Products Corp.
Cellulose & Paper Converting Co., Inc.
Central Paper Co.
Commercial Paper Co.
Eastern Specialties Co., Inc.
Ennis Tag & Salesbook Co.
Ersco
FAY PAPER PRODUCTS, INC.
Hano Paper Co., Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
McKenna & Phelps, Inc.
Merchants Industries, Inc.
National Cash Register Co.
Paper Manufacturers Co.
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Southern Straw Mfg. Co.
Stationers Guild of America
U. S. Lace Paper Works
UNDERWOOD CORP.
Universal Pad & Tablet Corp.
Victor Adding Machine Co.
Wansco Paper Products Co., Inc.
WARSHAW MFG. CO., INC.
Western Paper Converting Co.
Yankee Paper & Specialty Co.

Rolls (Paper, Autographic Register)

(See Forms, Autographic Register)

Rolls (Paper, Bookkeeping Machine)

Bradner Smith & Co.
Buckeye Ribbon & Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
FAY PAPER PRODUCTS, INC.
National Cash Register Co.
Pres-To-Line Corp of America
Rittenhouse Paper Co.
Stationers Guild of America
WEBSTER, F. S., CO.

FAY

PAPER PRODUCTS, INC.

268 NORTHAMPTON ST.
BOSTON 18, MASS.

CONVERTERS AND MANUFACTURERS

★

AJAX Adding Machine Rolls
SENTINEL Teletype Rolls
SIGNAL Rolls (Police & Fire Alarm)
(other small paper rolls)

★

OFFICE PAPERS:
BRADFORD Bond, Typewriter & Multilith
QUICKPRINT Mimeo
SENTINEL Duplicator
Railroad Manila
Onionskin & Manifold
FA-VO-RITE Scratch Pads

★

Suppliers to Stationers and Paper Merchants since 1934.

Rolls (Paper, Cash Register)

AMERICAN PAD & PAPER CO.
Ames Supply Co.
Bradner Smith & Co.
Cellulose & Paper Converting Co., Inc.
Eastern Specialties Co., Inc.
Hyman, L., & Sons
McKenna & Phelps, Inc.
National Cash Register Co.
Paper Manufacturers Co.
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
Stationers Guild of America
Western Paper Converting Co.

Rolls (Paper, Teletype)

Accurate Sales Book Co.
American Business Systems
American Carbon Paper Mfg. Co.
Autographic Register Co.
Bradner Smith & Co.
Cellulose & Paper Converting Co.
Eastern Specialties Co., Inc.
Ennis Tag & Salesbook Co.
FAY PAPER PRODUCTS, INC.
General Manifold & Printing Co.
Hyman, L., & Sons
Johns, W. A., Paper Co.
McKenna & Phelps, Inc.
Paper Manufacturers Co.
Peerless-Imperial Co., Inc.
Pres-To-Line Corp. of America
Rediform Division
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Stationers Guild of America
Stylograph Corp.
WEBSTER, F. S., CO.
Western Paper Converting Co.

Rubber Bands

ALLIANCE RUBBER CO.
Davol Rubber Co.
Dykema Co.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Goodrich, B. F., Co.
Hodgman Rubber Co.
Linton Pencil Co.
Melind, Louis, Co.
Miller Products Co., Inc.

every "WISE BIRD" will appreciate the advantages of . . .

ARCO

Open Ring *Rubber Bands*

EASIER TO PICK UP & USE

UNIFORM STRENGTH THROUGHOUT

COST NO MORE

Here's *something new* in rubber bands to merchandise. They make any other band seem old fashioned. ARCO Open Ring rubber bands are the "Best Band in the Land" . . . sell on sight and then repeat and repeat. Packaged in 1 oz., quarter lb. and pound dispensing boxes.
So easy to sell with this new story to tell. Write for samples and prices today.

ALLIANCE RUBBER COMPANY
ALLIANCE, OHIO • SLIDELL, LOUISIANA
ARCO

THE ONLY RUBBER BAND THAT'S "AROUND" WHEN NEEDED!

Plymouth Rubber Co., Inc.
Red Raven Rubber Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rochester Wire-O Binding, Inc.
SPEED PRODUCTS CO., INC.
Spencer Rubber Products Co.
Stationers Guild of America
Tyer Rubber Co.

Rubber Bumpers (Desk)

(See Bumpers and Guards, Furniture)

Rubber (Sponge and Foam)

American Floor Products Co.
American Latex Products Corp.
Firestone Tire & Rubber Co.
Goodrich, B. F., Co.
Goodyear Tire & Rubber Co.
Hewitt-Robins, Inc.
Reliable Textile Co.
Sponge Rubber Products Co.
Textile Products Co.
U. S. Rubber Co.

Rubber Cement and Thinners

(See Adhesives, Cement, Rubber and Thinners)

Rubber Stamp Machinery

American Evatype Co.
Dorman, J. F. W., Co.
Smith, R. H., Mfg. Co.
STEWART, R. A., & CO., INC.

Rubber Stamp Pads

(See Pads, Rubber Stamp)

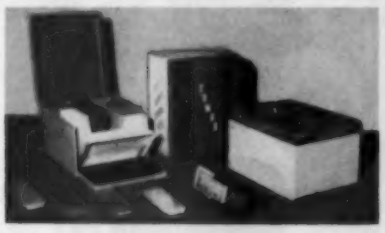
Rubber Stamp Racks

(See Racks, Rubber Stamp)

REVOLUTIONARY **NEW**

EDMAR . . . :

injector stamp kit



Imagine! . . . you can sell your customers an entire stamping DEPARTMENT in one neat attractive package. This handsome molded plastic case in two-tone grey is the modern answer to the unsightly rubber stamp stands of a by-gone age . . . and only 4 x 6 inches of desk space is required! Your customers will thrill to the unique and appropriate lettering designs. . . . Parcel Post Stamp that is suggestive of Pony Express . . . swirling scripts instead of mere block letters.

The basic set includes the case, injector handle, customers choice of 6 stamps from 16 standards, a one ounce bottle of stamp pad ink, and a large No. 1 stamp pad. (Blank stamps are available for customers' special needs.)

Usual Dealer Discount *retails*
Write for Information *complete for* $4.98

EDMAR *incorporated*
309 So. Farwell Street
Eau Claire, Wisconsin

Rubber Stamps

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
American Stamp Mfg. Co.
BANKERS & MERCHANTS, INC.
Barlam, Wm., Rubber Stamp Mfg. Co.
Bates Mfg. Co.
Botts Mfg. Co.
Champion, Iden Charles, Co.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
EDMAR, INC.
Ellis, H. R., Co.
Federal Stamp Co.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Kleen-R Pad Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Melind, Louis, Co.
NORTHWESTERN STAMP WORKS
Pannier Corp.
Rivet-O Mfg. Co.
Safford Stamp Works
Spencer, S. M., Mfg. Co.
Smith, R. H., Mfg. Co.
Stationers Guild of America
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Rubber Type

Ameurope, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Smith, R. H., Mfg. Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Rubber Typewriter Keys

(See Typewriter Keys, Rubber)

There's a Leader in Every Field of Endeavor

THE LEADER IN THE MARKING DEVICE FIELD IS

BANKERS & MERCHANTS, INC.

EXCLUSIVE MANUFACTURERS OF THE CHROME MOUNT RUBBER STAMP

Have You Seen this 292-page Catalog for your own Distribution to Customers?

OUTSTANDING SERVICES DEVELOPED FOR THE OFFICE SUPPLY DEALER EXCUSIVELY

HIGH QUALITY...PRICED RIGHT...LIBERAL DISCOUNT

☆DISPLAY STANDS ☆ADVERTISING STUFFERS
☆WINDOW DECALS ☆SELF-SELLING CATALOGS

DEALER'S NAME IMPRINTED ON HANDLES AT NO EXTRA COST TO DEALERS

This is the Complete Marking Device Catalog No. 75

Fast Service!

Write!

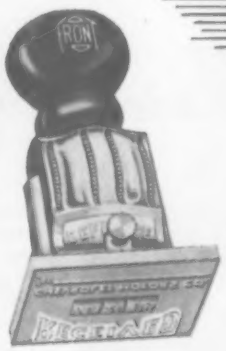
FOR CATALOGS AND COMPLETE INFORMATION ON CHROMIUM MOUNT DEALERSHIPS

BANKERS & MERCHANTS, Inc.
3227-29 NORTH SHEFFIELD AVENUE
CHICAGO 13, ILLINOIS

Still the Line of

SUPERIOR DATERS

TRIUMPH BAND DATERS



DEFIANCE DATERS

ACTUAL SIZE ILLUSTRATION

Now more than ever before QUALITY along with SERVICE is very much in demand. When ordering your 195 requirements insist on the line of marking devices that not only have that extra quality but are always available for you and your customer when needed.

For that extra Quality... Economy...Faster Delivery... insist on the best line...

THE CROWN LINE!

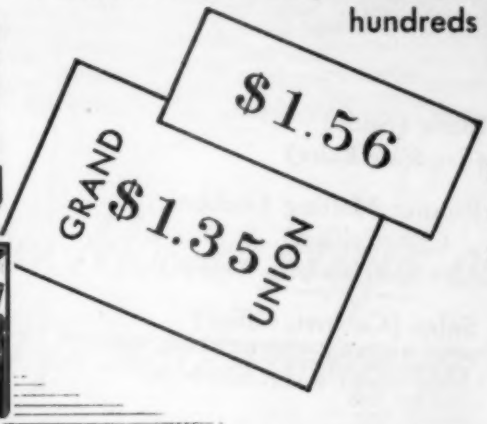
TRIUMPH SELF INKERS

CROWN DATERS

CROWN NUMBERS

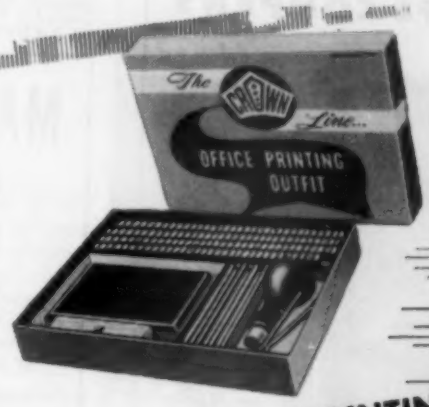
Least Sales Resistance!

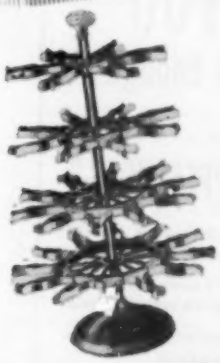
Get into the Act!... with the NEW FRICTION FREE DE LUXE CROWN SUPER MARKERS... A marking device very much in demand by Super Markets, Chain, and Variety Stores. The Self Inker that is engineered specifically to make EVERYONE A PRICE MARKING EXPERT . . . to give easy to read, clean, and legible marks on hundreds of items.



Self Inkers can be supplied with name plates (as illustrated) for advertising value, at slight additional cost.

Write for circulars and further particulars.





ACHILLES CASTOR RACKS • CROWN OFFICE PRINTING OUTFITS

R'SEAL PRESS (ARTISTIC)

manufactured and distributed by

R.A. Stewart and Company, Inc.

80 DUANE STREET • NEW YORK 7, N. Y.

SINCE 1927

NON SLIP
Reg. U.S. Pat Off.

Highly Nickel Plated

FLEXIBLE STEEL RULES

U.S. and/or Metric Graduations

Available in 12"—15"—18" and 24" lengths

Can be used as a ruler, paper cutter, straight-edge

Made of highly tempered steel, backed with patented NON-SLIP material. Graduated in 1/16ths. Individually engraved below the surface of the metal. Will not wear off. Will not slip nor carry ink on the edges.

Write for dealers' discount.

NATIONAL RULE CO.
49 Andrews St. Dept. OA
ROCHESTER 14, N. Y.

GUARDSMAN SAFE COMPANY offers

UNDERWRITERS' LABELED SAFES
INSULATED FILES
MONEY CHESTS
VAULT DOORS
BANKING EQUIPMENT
SAFETY DEPOSIT BOXES

Most Complete Line On Market Available to Dealers.

Write for Complete Catalogue

GUARDSMAN SAFE COMPANY
LA PORTE, INDIANA

Rugs and Carpets
(See Carpets and Rugs)

Rulers (Celluloid, Plastic)
Bastian Bros. Co.
C-Thru Ruler Co.
Cardinell Corp.
Emeloid Co., Inc.
ENGINEERING MFG. CO.
Guedon Co.
I.D.L. MFG. & SALES CORP.
Northeastern Plastics, Inc.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Seneca Novelty Co., Inc.
Superior Plastics, Inc.
Westcott Rule Co., Inc.

Rulers (Steel)
Anderson & Sons, Inc.
Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Chicago Thrift-Etching Corp.
Dietzgen, Eugene, Co.
Fairgate Co. (Duralumin)
Guedon Co.
Keuffel & Esser Co.
NATIONAL RULE CO.
Pettersen Mfg. Co. (Rolling)
Starrett, L. S., Co.

Rulers (Wood)
American "falcon" Mfg. Corp.
Brown, Arthur, & Bro.
ENGINEERING MFG. CO.
Glaziers Tool Mfg. Corp.
Guedon Co.
Seneca Novelty Co., Inc.
Westcott Rule Co., Inc.

Rules (Slide)
(See Slide Rules)

Runner Matting (Rubber, Composition)
(See Mats, Runner, Rubber)

Safes (Cabinet, Office)
ART METAL CONSTRUCTION CO.
BRUSH-PUNNETT CO.
COLE STEEL EQUIPMENT CO.
Diebold, Inc.
Empire Safe Co., Inc.
General Fireproofing Co.
GUARDSMAN SAFE CO.

MAYBE YOU don't have enough copies of . . . OFFICE APPLIANCES?

- Several leading dealers have groups of over 25 subscriptions.
- Other leading dealers have found that they need from 10 to 24 subscriptions.
- Over 150 dealers have enrolled groups of 5 or more subscriptions.

Many dealers have discovered that extra copies of OFFICE APPLIANCES and the INDEX ISSUE pay in convenience and efficiency. They know that these extra big advantages outweigh the small outlay.

Write for our special group rates.

OFFICE APPLIANCES
600 WEST JACKSON BLVD., CHICAGO 6

Sentry Safes

- LOWEST PRICE
- HIGHEST QUALITY
- WIDEST SALES APPEAL

Leading dealers sell the SENTRY SAFE. It offers the most. Weigh these features and advantages. Remember SENTRY has no competition.

LOWEST PRICE: Priced so low you have a terrific margin of profit. You set your own retail price.

HIGHEST QUALITY: Vermiculite insulation throughout the same as used in the most expensive safes. One piece construction, tamper proof lock embossed into door. Heat resistant to fire up to 1700° for one hour.

WIDEST SALES APPEAL: Attractive protection to fit any decorative scheme. Every home and office in your area a potential customer.

Dimensions:
Outside 24½" x 17½" x17½"
Inside 15" x 12" x 12½"

MANUFACTURERS OF SAFES FOR OVER 20 YEARS

BRUSH-PUNNETT CO.
545 WEST AVE. · ROCHESTER 11, N. Y.

*See how Mosler **stays** out in front in protective equipment*

NEW "400," "200" and "100" SERIES MOSLER RECORD SAFES ACTUALLY *ANTIQUATE* ALL OTHERS IN EXISTENCE

YOU'RE LOOKING AT the most important development in record safes in 30 years. But you're looking at something even more important than new Raymond Loewy styling that establishes an entirely new concept of what a safe *should* look like. You're looking at something even more important than the "Counter Spy" Lock, horizontal handles and other convenience and security features, the kind that have *always* made Mosler the standard of comparison.

More important—you're looking at a leader demonstrating why it *is* the leader. You're looking at the kind of progressive thinking, planning and development that have earned for every Mosler product the reputation of being the *world's best*. (And, incidentally, the world's *easiest to sell*.) For additional information on any Mosler product, write or wire The Mosler Safe Company, Hamilton, Ohio. You'll find it's time well spent.

New "Counter Spy" Lock. Notice—the numbers are on *edge* of dial instead of face. Visible only from top and only to person working combination.

LEFT: Mosler 2X Money Chest anchored in concrete block. Carries Underwriters' Laboratories, Inc. X-60 Label. Equipped with famous Mosler lock, capable of 100,000,000 combination changes.

RIGHT: Mosler FS6 Flat Sill Vault Door. Offers highest degree of vault door fire protection. 6¾" thick, with patented Monolithic fire-resistive insulation in door and frame. Approved by Underwriters' Laboratories, Inc. for 6-hour fire exposure. Also doors approved for ½, 1, 2 and 4-hour protection.

IF IT'S MOSLER . . . IT'S SAFE

The Mosler Safe Company Since 1848

World's Largest Builders of Safes and Bank Vaults

WE'VE GOT IT!

The Most COMPLETE Line of Safes, Fire-Resistive Chests and Files, Business Machine Stands!

MEILINK FOUR-HOUR "A" LABEL SAFES

SINGLE AND DOUBLE-DOOR MODELS

- ✓ *Underwriters Laboratories Label*
- ✓ *Safe Manufacturers National Association Label*

MEILINK TWO-HOUR "B" LABEL SAFES

SINGLE AND DOUBLE-DOOR MODELS

- ✓ *Underwriters Laboratories Label*
- ✓ *Safe Manufacturers National Association Label*

VAULT DOORS • BURGLAR RESISTIVE CHESTS

MEILINK ONE-HOUR "C" LABEL SAFES

SINGLE AND DOUBLE-DOOR MODELS

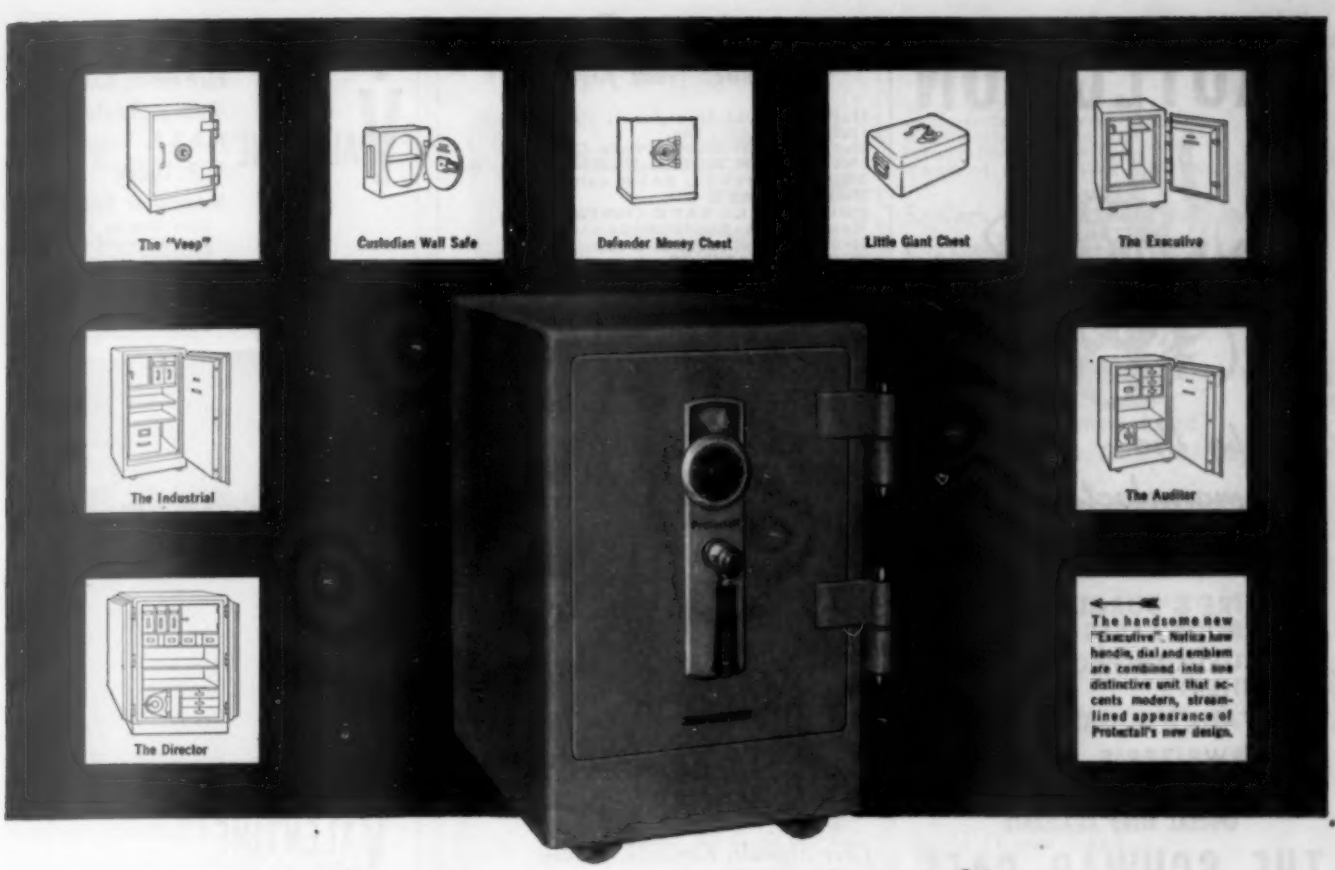
- ✓ *Underwriters Laboratories Label*
- ✓ *Safe Manufacturers National Association Label*

PLUS The fast-moving line of Hercules

- HOME VAULTS
- SAFE-T-VAULTS
- WALL VAULTS
- CLOSET VAULTS
- LETTER VAULTS
- CARD FILES
- BUSINESS MACHINE STANDS
- SAFETY POSTING TRAYS
- VIS-REC Visible Record Cabinet Safe (Bottom Recording Door)
- INSULATED FIRE-RESISTIVE FILE (2, 3 and 4 drawer letter or legal size)

Write for Information and Literature

MEILINK STEEL SAFE CO. • Toledo 6, Ohio



Why America's fastest-selling safes SELL EVEN FASTER, TODAY...

Take a look! Here's the handsome restyling job that's been done on *every* Protectall Safe . . . to help you make faster, more profitable sales than ever before!

WHAT YOU SEE HERE is a still *better,* more advanced Protectall Safe design than the one that hundreds of dealers across America have already turned into handsome profits!

You know what *that* means! You can tell, immediately, the opportunity these distinguished new safes offer. For now you have all the unique selling advantages that *made* Protectall the fastest-moving safes in America—and a lot more.

With Protectall, you offer top-quality, *brand-new* styling, unchallenged value, the Underwriters' "C" Label . . . the simplest and easiest-to-sell safe line in the industry.

WHY NOT CUT *YOURSELF IN* for a share of the big profits dealers will make on these handsomely restyled Protectall Safes? Just mail the coupon for a catalog showing the new Protectall line, and we'll send you the details on how to cash in! Do it right away!

COMPLETE RANGE OF MONEY-MAKING SIZES!

Code	Outside Dimensions			Inside Dimensions		
	High	Wide	Deep	High	Wide	Deep
Director	58"	39"	29"	48"	33"	20"
Commercial	48"	25"	27"	39"	20"	20"
Accountant	41"	25"	27"	32"	20"	20"
Gibraltar	36"	22"	24"	27"	17"	17"
Challenger	31"	19"	24"	22"	14"	17"
Treasurer	31"	19"	19"	22"	14"	12"
Executive	23"	15"	19"	14"	10"	12"
Custodian Wall Safe	12"	12"	7"	11"	11"	4"
Resolute Chest	8"	8"	11"	6"	6"	7"
Little Giant Chest	5"	12"	8"	3"	10"	6"
New "Veep" Safe	20"	13"	15"	13"	10"	10"

Protectall Safes

Syracuse, New York

Protectall Safe Corporation
938 S. Salina Street, Syracuse, N. Y.

Please rush me a catalog showing the new line of Protectall Safes, and full particulars on how I can cash in!

FIRM NAME .....

YOUR NAME ..... POSITION .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

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by the manufacturers of....

FIRE & BURGLAR PROOF SAFES
BURGLAR PROOF CHESTS
VAULT DOORS

UNDERWRITER'S APPROVED
A-B-C- and T-20 LABELS

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For home or office. Built like a small safe — with 1 hour certified protection against fire.

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THE VICTOR SAFE & EQUIPMENT CO., Inc.
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Safes (Cabinet, Office)

(Continued from page 198)

Hall Safe and Equipment Co.
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Herring-Hall-Marvin Safe Co.
INVINCIBLE METAL FURNITURE CO.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
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Remington Rand Inc.
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Tammi Safe & Vault Co.
VALENTINE SAFE & LOCK WORKS
VICTOR SAFE & EQUIPMENT CO., INC.
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Empire Safe Co., Inc.
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Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
In-A-Floor Safe Co.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
SCHWAB SAFE CO.
VALENTINE SAFE & LOCK WORKS
York Safe & Lock Co.

Safety Deposit Boxes

(See Boxes, Safety Deposit)

Safety Deposit Box Keyhole Signals

(See Signals, Keyhole, Safety Deposit Box)

Sales Book Covers

(See Covers, Sales Book)

Sales Books

(See Books, Manifold)

Salesmen's Sample Cases

(See Cases, Salesmen's Sample)

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Dorchester Pottery Works
Doehler Metal Furniture Co., Inc.
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
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(See Drafting Equipment and Supplies)

Scales (Postal, Office)

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B-T Co., Inc.
Burgess Fastening Co.
Chatillon, John, & Sons
Commerical Controls Corp.
Detecto Scales, Inc.
Hamilton Specialties, Inc.
Hanson Scale Co.
Howe Scale Co.
I.D.L. MFG. & SALES CORP.
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VALENTINE
Safe & Lock Works, Inc.
LA PORTE, INDIANA

Franklin **SAND URNS**

. . . Available in 2 Styles
- With Safety Edge Lid and Exclusive SELF-CLEANER TOP (Illustrated)
- With Safety Edge Lid Only

IN USE ALL OVER THE WORLD!

U.S. Pat. No. 2,592,676

- SELF-CLEANING LID means: Sanitary handling of a dirty chore, no hand sifting or scraping of bowl, all sand in bowl safely aerified, odors eliminated, easier to service, lids won't be stolen for use as ash trays.
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Self-Cleaning Lids available for all standard 10" Diameter Urns.

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(See Books, Scrap)

Scratch Pads
(See Pads, Scratch)

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Fire resistant "Protect-O" Box. Two complete steel walls interlined with ¼" treated asbestos insulation. Size 12½" x 8½" x 34." Suitable for standard business papers, fits desk drawer. List $11.95 ea. Reg. Trade Discount.

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(See Holders, Sheet)

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It can—with LIBERTY Prefab Wood Shelving. No buying lumber—no hiring carpenters—anyone can set it up without the use of tools—and it is portable. LIBERTY Prefab Wood Shelving has an advantage over permanent carpenter built shelving in that it may be taken apart and set up in a new location in a few minutes.

A unit contains 6 shelves 42" x 24" and stands 76" high with 12½" clearance between shelves. Extension units available.

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(See Illustration Boards, Bristols)

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(See Fixtures, Store, Showcases

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(See Printing Outfits, Rubber Type)

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Matthews, James H., & Co.
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Newman Bros., Inc.
Pan American Bronze Co.
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Matthews, James H., & Co.
Stafford Mfg. Co., Inc.
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Parisian Novelty Co.
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Serolite Corp.
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(See Cabinets, Office Machine, Silencing)

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Post, Frederick, Co.
Tavella Sales Co.
Warren-Knight Co.

Slip Sheeters
(See Duplicator Slip Sheeters)

Smoking Stands
(See Ash Stands)

Soap and Dispensers (Granulated)
Gits Molding Corp.
Huntington Laboratories, Inc.
Packwood, G. H., Mfg. Co.

Soap and Dispensers (Liquid)
Antiseptol Co.
Gits Molding Corp.
Huntington Laboratories, Inc.
Magnus Chemical Co., Inc.
Robertson, Theo. B., Products Co., Inc.

Social Security Forms and Systems
(See Forms, Social Security)

Sofas (Upholstered)
(See Furniture, Full Upholstered, Wood Frame)

Solvents (Typewriter)
(See Cleaning Bath, Typewriter)

Sorters (Check)
ABBOTT COIN COUNTER CO.
AMBERG FILE & INDEX CO.
Angle Steel, Inc.
ART STEEL SALES CORP.
Associated Industrial Designers
Baker Check Tray Co.
Cook's, Inc.
Currier Mfg. Co.
Dash Metal Products Co.
Kohlhaas Co., The
Le Febure Corp.
NU-CRAFT PRODUCTS CO.
Remington Rand Inc.
Savasort Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sortergraf Co.
Speedo-Sort Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Ulrich Planfiling Equipment Co.
Yawman and Erbe Mfg. Co.

Sorters (Correspondence, Etc., Flat Type)
(See Also Cabinets, Pigeon-Hole; Distributors, Envelope, Letter, Statement; Work Distributors)
AMBERG FILE & INDEX CO.
Associated Industrial Designers
Cooks', Inc.
Globe-Wernicke Co.
Rate Service Bureau
Remington Rand Inc.
Savasort Co.
Sortergraf Co.
Speedo-Sort Co.
Work-Organizer Specialties Co.

Sorters (Correspondence, Etc., Upright Type)
Adams S. G., Co.
AMBERG FILE & INDEX CO.
Associated Industrial Designers
Automatic File & Index Co.
Goodfrend Metal Products Co.
Kohlhaas Co.
LeFebure Corp.
LIT-NING PRODUCTS CO.
Regina Metal Products Corp.
Remington Rand Inc.
Strayer Coin Bag Co.
Ulrich Planfiling Equipment Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

Sorting Devices (Card, Rod Type)
(See Card Sorting Systems, Rod Type)

Sorting Machines (Coin)
(See Coin Sorters)

Sorting Machines (Punched Card)
(See also Card Sorting Systems, Rod Type)
International Business Machines Corp.
Powers-Samas Accounting Machines Sales, Ltd.
Remington Rand Inc.

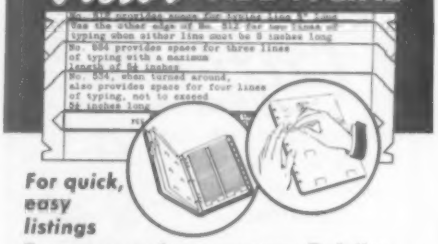
Sorting or Posting Trays
(See Trays, Sorting)

Speaker's Stands
(See Lecterns)

Spirit Duplicators
(See Duplicators, Spirit)

Sponge Cups
BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
Canton Glass Co., Inc.
Gabe Mfg. Corp.
I.D.L. MFG. & SALES CORP.
Morris, Bert M., Co.
Northeastern Plastics, Inc.

Victor ADD-A-LINE

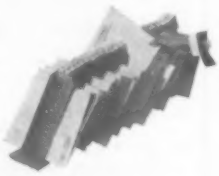


For quick, easy listings

Erasures are no longer necessary. Each listing is on a separate easy-to-chain-together strip. Add-a-line strips can be attached to sheets and filed in ring books, folders or visible equipment.

VICTOR SORTER

Available in check or letter size, the Victor one hand Sorter will effectively organize and hold papers of almost any size.



VICTOR RECORDEX

This handy visible unit can be carried in briefcase or housed in letter size file. Choice of 20 movable or fixed pockets.

THE VICTOR SAFE & EQUIPMENT CO., INC.
NORTH TONAWANDA, NEW YORK

SENGBUSCH SELF-CLOSING INK-STAND CO.
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.

Sponges
Du Pont, E. I., de Nemours & Co.
Firestone Rubber & Latex Products Co.
Goodrich, B. F., Co.
I.D.L. MFG. & SALES CORP.
Nassau Sponge Co.
Schroeder & Tremayne, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sponge Rubber Products Co.
Weeks, Frank A., Mfg. Co.

Spot Carbonizing
Accurate Sales Book Co.
American Carbon Paper Mfg. Co.
McBee Co.
Moore Business Forms, Inc.
Rotary Printing Co.
Sheppard, C. E., Co.
Transkript Corp.
U. S. TYPEWRITER RIBBON MFG. CO.
Watt & Gillogly, Inc.

Stamp Affixers
Commercial Controls Corp.
Office Accessories Corp.
Pitney-Bowes, Inc. (Combined with Sealer)

Stamp Albums
(See Albums, Stamp)

Stamp Boxes
(See Boxes, Postage Stamp)

Stamp Holders and Dispensers
(See Dispensers, Stamp)

Stamp Pads
(See Pads, Rubber Stamp)

Stamp Racks
(See Racks, Rubber Stamp)

Stamp Vending Machines
Commercial Controls Corp.
Postage Stamp Machine Co.
Schermack Products Corp.

Stamps (Rubber)
(See Rubber Stamps)

Stamps (Time)
(See Time Stamps)

Standing Mats (Rubber)
(See Mats, Standing, Rubber)

Stands (Billing, Bookkeeping Machine)
Cramer Posture Chair Co., Inc.
Flewelling, L. C., Co.
General Fireproofing Co.
Harter Corp.
HASKELL, INC.
KARL MFG. CO.
Le Febure Corp.
Maso Steel Products
MEILINK STEEL SAFE CO.
Metalstand Co.
POSTING EQUIPMENT CORP.
Sherman-Manson Corp.
Shipman-Ward Mfg. Co.
Tiffany Stand Co.
TOLEDO GUILD PRODUCTS, INC.

Stands (Book)

(See Racks, Book)

Stands (Coat and Hat)

(See Costumers; Also Racks, Hat and Coat)

Stands (Dictionary, Metal)

Duplex Book Stand Co.
Franklin Table Co.
Sherman-Manson Corp.

Stands (Dictionary, Wood)

Beckley-Cardy Co.
Franklin Table Co.
Gaylord Bros., Inc.
Globe-Wernicke Co., The
Hartco Mfg. Co., Inc.
Ideal School Supply Co.
Imperial Methods Co.
KARL MFG. CO.
Kelley-Mennes Mfg. Co.
MERRIAM, G. & C., CO.
Rishel, J. K., Furniture Co.
STEMPEL MFG. CO.

Stands (Posting)

(See Trays, Posting)

Stands (Reading)

(See Racks, Reading)

Stands (Smoking)

(See Ash Stands; Ash Trays)

KARLO The Ideal Machine Stand

- STURDY CONSTRUCTION
- PORTABLE
- ASSURES CONSUMER SATISFACTION

MODEL No. 1
METAL WITH WOOD TOP ADJUSTABLE FROM 26 TO 38 INCHES

Has the weight to counterbalance that of typewriter. Provides firm foundation needful for more and better typing. Makes precisely correct posture possible. An investment in economy and efficiency.

Lifetime all-metal construction except plywood tops in Walnut, Oak and Mahogany finishes. Only stand of its kind on the market.

➤ WRITE FOR INFORMATION & PRICES

Karl MANUFACTURING COMPANY
32 Ionia Ave., SW., GRAND RAPIDS, MICH.

It STANDS To Reason...
BASE Your FOLDING MACHINES
MIMEOGRAPHS, SPIRIT DUPLICATORS, etc.
on a
HALVERSON
streamlined
ALL-PURPOSE STAND

► STREAMLINED—Trim round corners, smooth edges for neatness and safety.

► DEPENDABLE—Heavy 18-gauge steel construction, electrically welded, provides sturdy base for heavy office equipment

► SOUND-PROOF—No annoying vibration noise—can be moved *quiety* from place to place

• • • •

EQUIPPED with Adjustable Glides for Perfect Leveling, or Ball-Bearing Casters (two with locks)

MODEL 525—Height 28½", adjustable to 30", Width 29", Depth 19½", Weight 45 lbs.
GRAY HAMMERLOID BAKED ENAMEL FINISH

WRITE TODAY FOR CATALOG, PRICES
HALVERSON SPECIALTY SALES CO.
1221 W. Chestnut St. Chicago 22, Ill.

Stands (Telephone, Metal)

ALL-STEEL EQUIPMENT INC.
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
Geller, J. R.
General Fireproofing Co.
Globe-Wernicke Co.
HALVERSON SPECIALTY SALES
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Metalstand Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Rockway Products Co. (Portable)
ST. MARKS METAL PRODUCTS, INC.
SECURITY STEEL EQUIPMENT CORP.
Sherman-Manson Corp.
Vanguard Engineering & Mfg. Co.
Yawman and Erbe Mfg. Co.

Stands (Telephone, Wood)

Acro Wood Products Corp.
Alma Desk Co.
Ard Mfg. Co.
Avalon Products, Inc.
Blair Veneer Co.
Buckstaff Co.
Carlton-Surrey, Inc.
Clemco Desk Mfg. Co.
Donie Chair & Mfg. Co., Inc.
DORO MFG. CO.
Excellent Cabinet Works Co.
Executive Furniture, Inc.
Flewelling, L. C., Co.
Great Lakes Store & Office Fixture Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
Huntington Chair Corp.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Leopold Co.
M. J. S. FURNITURE DISTRIBUTORS, INC.
Merchants Box Co.
Murphy Chair Co.
Myrtle Desk Co.
National Cabinet Co.
Nucraft Furniture Co.
Rishel, J. K., Furniture Co.
QUIGLEY FURNITURE CO.
SCERBO, FRANK, & SONS, INC.
Sloane, W. & J.
STEMPEL MFG. CO.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
TOLEDO GUILD PRODUCTS, INC.
Wells Furniture Mfg. Co.
Wilhite Mfg. Co., Inc.
Worden Co.

Stands (Typewriter, Metal)

Advance Industries
Ames Supply Co.
Angle Steel, Inc.
ART STEEL SALES CORP.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Dorset Steel Equipment Co.
Flewelling, L. C., Co.
General Fireproofing Co.
Goodfrend Metal Products Co.
Harter Corp.
HALVERSON SPECIALTY SALES
HASKELL, INC.
Home-O-Nize Co.
KARL MFG. CO.
Ken-Ro-Bil Corp.
KOL, INC.
Lennox Metal Mfg. Co., Inc.
Marshallan Mfg. Co.
Maso Steel Products
MEILINK STEEL SAFE CO.
Metalstand Co.
POSTING EQUIPMENT CORP.
Riteform Chair Co., Inc.
Sherman-Manson Corp.
Shipman-Ward Mfg. Co.
STEEL PARTS MFG. CO.
Tiffany Stand Co.

write today!
Complete addresses of all Manufacturers listed in this Index begin on page **5**

ANOTHER
KOL
EXCLUSIVE
RUBBER CUSHIONED CASTER SOCKETS FOR QUIET EFFICIENCY

KOL INC.
2507 UNIVERSITY AVE., ST. PAUL 4

ALL METAL

OFFICE TABLE

HERE . . . is a basic office equipment table . . . proven popular . . . proven profitable . . . with over 100,000 in use!

HERE . . . are features that assure satisfaction & repeat sales! Modern design . . unusual strength with light weight . . . channel legs . . . rounded edges . . . rigid bracing . . . self-locking wings . . . compact . . . easy portability!

HERE . . . are the specifications . . . part No. 1005 . . . work area 34" x 15" . . . Ht. 26¼" . . . available in baked-on office grey or green enamel . . . all heavy guage steel, shipped knocked-down in individual cartons, shipping weight — 14 lbs.

Important . . . Order Now!

TOLEDO GUILD PRODUCTS INC.
TOLEDO OHIO U.S.A.
MADE IN U.S.A.

515 MADISON AVENUE
TOLEDO 4, OHIO

Stands (Typewriter, Metal)

(Continued from page 207)

TOLEDO GUILD PRODUCTS, INC.
Toledo Metal Furniture Co.
Tri-Par Mfg. Co.
Tubular Specialty Mfg. Co.
VANPE, INC.
WEBER BROS. METAL WORKS
Welch Industries

Stands (Typewriter, Wood)

Donie Chair and Mfg. Co., Inc.
Flewelling, L. C., Co.
JASPER TABLE CO.
Marshallan Mfg. Co.
McLeod Furniture Co.
Rishel, J. K., Furniture Co.
Seaburg Mfg. Co.
STEMPEL MFG. CO.
Wells Furniture Mfg. Co.

Stands (Umbrella)

Biltwell Products Co.
Eastern Metal Spinning Co.
ERIE ART METAL CO., INC.
Glaro Machine Products Co., Inc.
Great Lakes Store & Office Fixture Co.
Ken-Ro-Bil Corp.
QUIGLEY FURNITURE CO.
Tubecrafters Sales Division
Vogel-Peterson Co.

Staple Removers

ACE FASTENER CORP.
American Machine Works, Inc.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch
Burgess Fastening Co.
Hotchkiss, E. H., Co.
I.D.L. MFG. & SALES CORP.
KENWORTH MFG. CO.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
Metal Products Engineering, Inc.
METAL SPECIALTIES MFG. CO.
Mutual Stationers Supply Corp.
Precision Staple Corp.
Sargent & Co.
SPEED PRODUCTS CO., INC.
WILSON JONES CO.

Staplers (Desk, Electric)

Bates Mfg. Co.
Burgess Fastening Co.
Heller Co.
Majestic Staple Co.
Staplex Co.

Staplers (Desk, Hand)

ACE FASTENER CORP.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch
Burgess Fastening Co.
Fastener Corp.
Heller Co.
Hotchkiss, E. H., Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
WILSON JONES CO.

Staplers (Plier Type)

ACE FASTENER CORP.
ARROW FASTENER CO., INC.
Bostitch
Burgess Fastening Co.
Heller Co.
Hotchkiss, E. H., Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
Neva-Clog Products, Inc.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.
WILSON JONES CO.

Staples

ACE FASTENER CORP.
All Type Staple Co.
American Machine Works, Inc.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch

New Styling OFFERS
MOST LEG ROOM

No more bruised shins or snagged hose. New WB "Styline" Stands are designed to increase employees' efficiency and good will. In addition to providing worker satisfaction they add beauty to modern offices. Sturdy and sway-proof, they offer features found only in the most expensive stands.

ASSEMBLES IN LESS THAN 3 MINUTES!

Legs and tops ship flat. Legs unfold and attach to top with 4 bolts and nuts. Base easily shifts to legs or castors. No bars or sharp edges to bruise shins.

Four Models Available

Get Dealer Discounts and Literature!

WB

Weber Brothers METAL WORKS
108 N. JEFFERSON AVENUE • CHICAGO 6, ILLINOIS

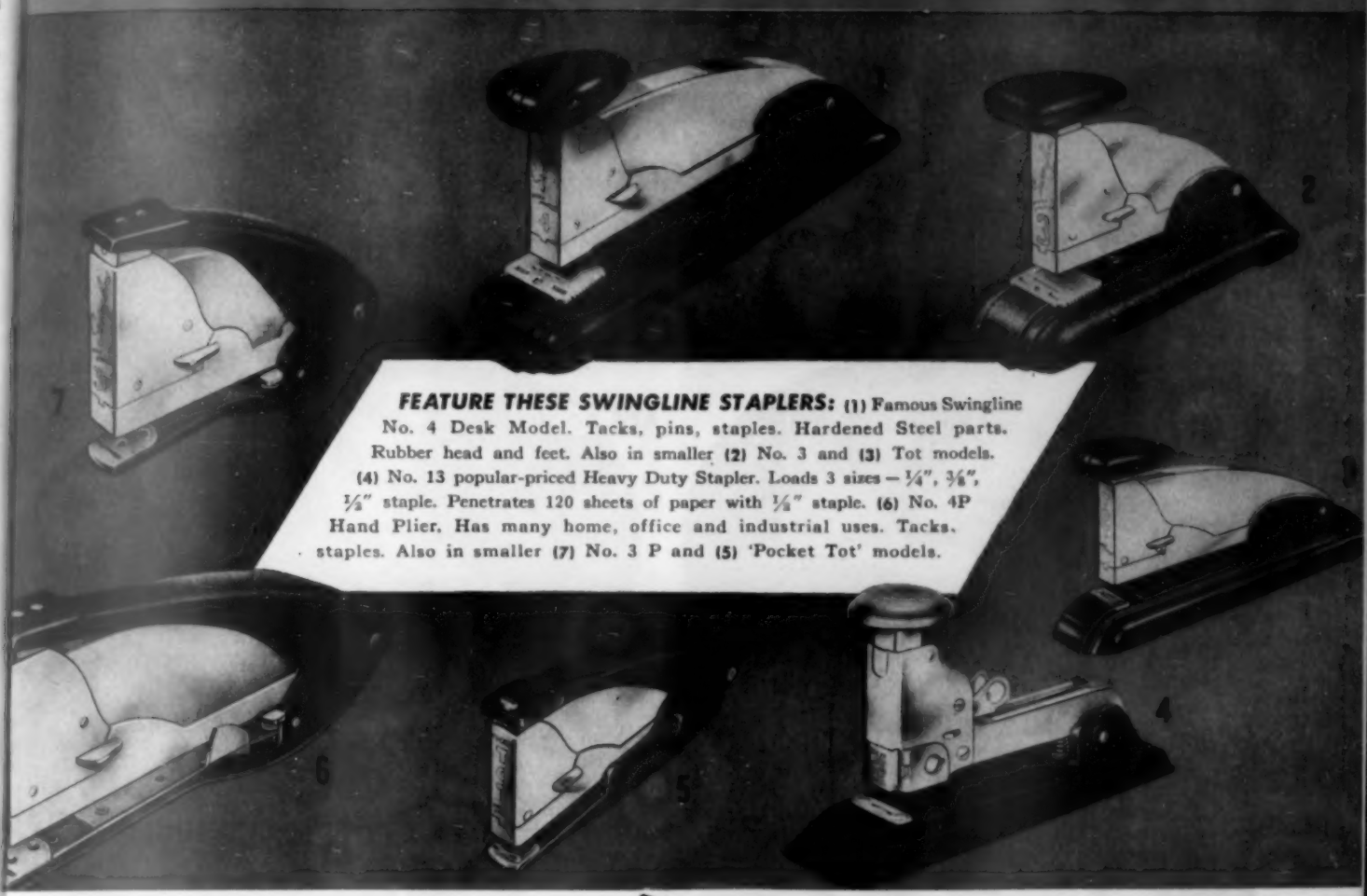
when you see a bold face listing . . .

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index on page 4.

use the ads . . . they are written to help you in your buying.

Swingline . . . a name you can depend on



FEATURE THESE SWINGLINE STAPLERS: (1) Famous Swingline No. 4 Desk Model. Tacks, pins, staples. Hardened Steel parts. Rubber head and feet. Also in smaller (2) No. 3 and (3) Tot models. (4) No. 13 popular-priced Heavy Duty Stapler. Loads 3 sizes — ¼", ⅜", ½" staple. Penetrates 120 sheets of paper with ⅛" staple. (6) No. 4P Hand Plier. Has many home, office and industrial uses. Tacks, staples. Also in smaller (7) No. 3 P and (5) 'Pocket Tot' models.

"Tot 50"

STAPLING KIT

Thousands of uses in the home, school, office, playroom. Complete with 1,000 staples in attractive plastic kit.

SPEEDPOINT STAPLES

Pointed *extra sharp for greater penetration.* 100% Round Wire. Best for all standard staplers.

SPEED products company, inc.

32-01 QUEENS BLVD. • LONG ISLAND CITY 1, N. Y.

SPEED Swingline

For greater satisfaction to your customers . . . greater profit to yourself . . . stock and feature the *complete line* of ACE Stapling Equipment. Thousands of aggressive dealers the world over consider the ACE line one of the most valuable assets to their business. ACE products are sold through dealers exclusively.

The WORLD'S FINEST

ACE

Stapling Machines for Every Purse and Purpose

The WORLD'S FINEST

ACE FASTENER CORPORATION • 3415 NORTH ASHLAND AVENUE • CHICAGO 13

IN CANADA • ACE FASTENER (CANADA) LTD., 1 NOTRE DAME ST., WEST MONTREAL

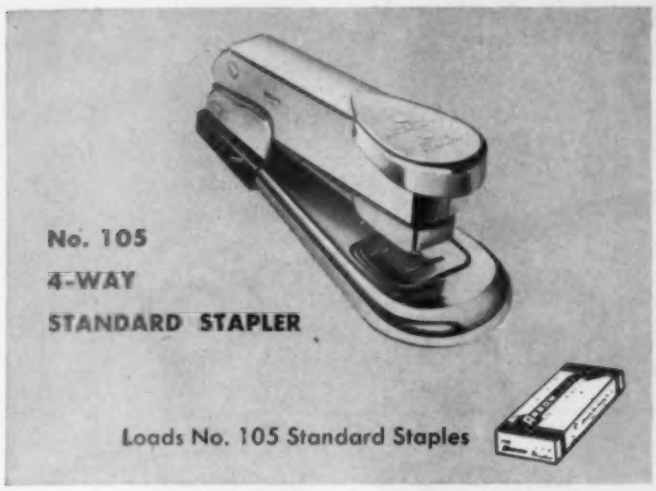
ARROW

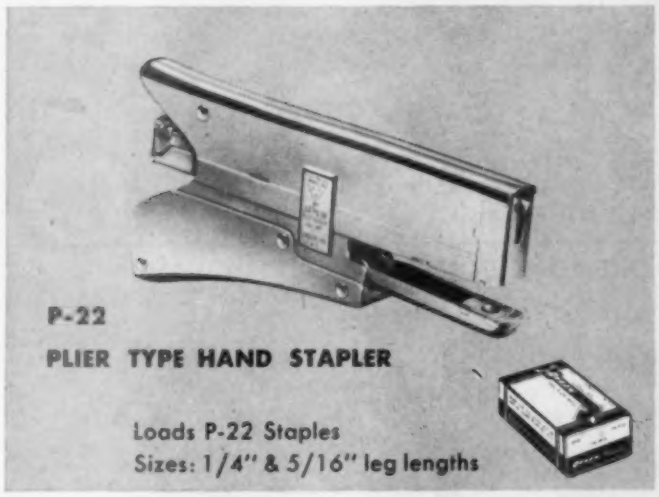
PRECISION MADE

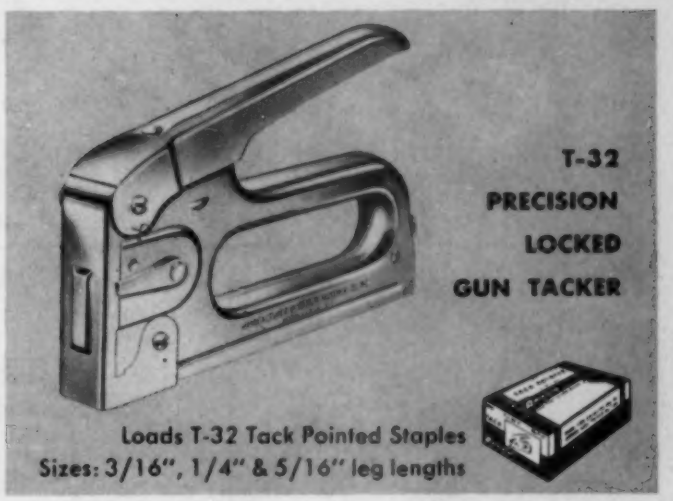
STAPLERS, TACKERS, PLIERS, STAPLES

THE LINE OF DEPENDABILITY

Sell ARROW, the line that has promoted CUSTOMER SATISFACTION for more than 25 years through high quality standards and manufacturing KNOW-HOW.







OTHER ARROW STAPLERS FOR EVERY PURPOSE — IN EVERY PRICE RANGE

WRITE FOR BOOKLET "SELLING THRU KNOWLEDGE"

ARROW FASTENER COMPANY, INC.

ONE JUNIUS STREET, BROOKLYN 12, N. Y.

Western Representative—Joseph Davis

Canadian Representative—Gordon Lightstone—Montreal

MARKWELL "Fasten-ating" STAPLERS

"In many localities 2 out of 3 staplers in use are Markwells."

"RF" STAPLE-MASTER

STAPLES
PINS
TACKS

Loads 3 lengths of Staples:
"RF" (¼"), "RFD" (5/16") & "RFL" (⅜")

STAPLE-MASTER - 5" throat – loads 250 Staples... LIST PRICE $7.90*

"SX" STA-PLYER

Brass Hammertone Finish

LIST PRICE
$4.60*

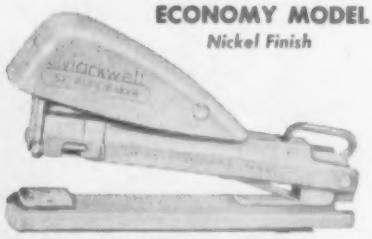
STAPLES & PINS
Loads 100 "SX" Staples

"Better staplers for more people at lower cost . . . since 1919."

"SX" PACEMAKERS

ECONOMY MODEL
Nickel Finish

LIST
PRICE
$1.60*



STAPLES & TACKS

DE LUXE MODEL
Chromium Finish

LIST
PRICE
$3.00*

STAPLES, PINS & TACKS

REGULAR MODEL
Grey Wrinkle Finish
List Price $2.00*

"RF" STAPLE-SPAN
12-inch Stapling Throat

LIST PRICE $14.00

Loads 250 Staples in 3 lengths:
"RF" (¼"), "RFD" (5/16") & "RFL" (⅜")

"RW" STAPLE-DREADNOUGHT

For Heavy Duty Work

LIST PRICE
$16.00

Loads 100 "RW" type heavy flat wire Staples in 3 sizes

"RH" & "RU" TACKMASTER

LIST PRICE
$8.25

Gun Type Tacker

"RH" loads 140 "RH" type heavy Staples in 2 sizes
"RU" loads 200 "RU" type fine Staples in 2 sizes

"Please write for dealer discounts."

* PRICES INCLUDE EXCISE TAX

"S-O" OBRO

Loads 210
"S-O" Staples

STAPLES
PINS
TACKS

Grey Wrinkle Finish ..... LIST PRICE $7.90*
Chromium Finish ..... LIST PRICE $9.50*

MARKWELL MFG. CO., INC.

200 HUDSON STREET
NEW YORK 13, N. Y.

PRESTO "MAGIC-PROFIT" PRODUCTS

World's most fool-proof

PERSONAL STAPLER

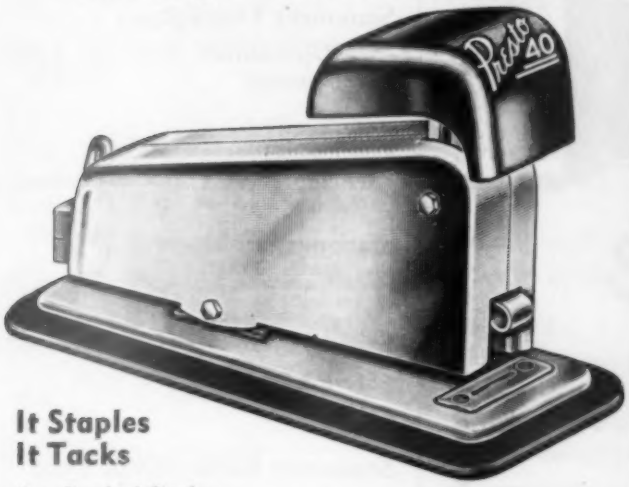
98c complete with staples

STAPLES & TACKS

PRESTO #30

Pocket-size sensation. Sturdily built and so ingeniously constructed it is practically fool-proof. Swings open for use as a tacker. Individually mounted on colorful display card.

PRESTO #40 "UNI-FEED" STAPLER



It Staples
It Tacks

Uses Standard Staples

Controlled Feed. Presto No. 40 Uni-feed is designed so that the operator must complete each stroke, making it impossible to jam one staple on top of another. With its palm-fitting plastic cap, green Hammerloid finish and generous rubber base, Presto No. 40 spells value galore.

PRESTO #33 STREAMLINED STAPLER

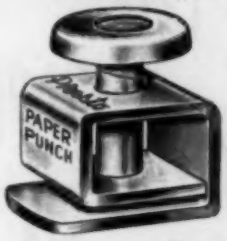
Famous for over 10 years!

Streamlined beauty that would do justice to a stapler far more expensive. Priced for volume turnover to students, small businesses and even the home . . . a *personal* Stapler.

PRESTO #42 STAPLE REMOVER

This colorful Remover holds the paper flat, eliminating tearing—the staple pops out quickly, *easily*.

PRESTO # 51-S PAPER PUNCH

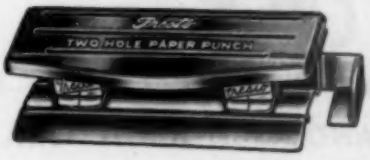


The *original* Personal Paper Punch. Punches a ¼" hole automatically placed ¼" from paper's edge, making instant ring binder pages of maps, price lists and data of all kinds.

PRESTO #53-B ALL-PURPOSE PUNCH

Comes equipped with three heads but in split seconds can be adjusted for any combination from two-hole to seven-hole. A rich over-all rubber base cushions and quiets the operation. Presto No. 53-B is top value in light-duty punches. Fits in drawer or brief case.

PRESTO #52-D TWO-HOLE PUNCH



Popularly priced two-hole (2¾" center to center) punch. Meets many needs in school, shop or office.

Extra, sure profits with the Presto Line. Write for prices NOW.

METAL SPECIALTIES MFG. CO.

1975 NORTH CORNELL AVENUE, MELROSE PARK, ILLINOIS

The Most Complete Line of High Quality Desk and Industrial Staples on Earth!

For All Your Paper Fastening Needs . . .

DEMAND "MONARCH" BRAND

Clips • Pins • Fasteners • Thumb Tacks

IMMEDIATE SERVICE AT ATTRACTIVE PRICES

VAIL MANUFACTURING COMPANY

900 East 95th Street Chicago 19, Illinois

Staples

(Continued from page 208)

Burgess Fastening Co.
Fastener Corp.
Heller Co.
Hotchkiss, E. H., Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Neva-Clog Products, Inc.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Pittsburgh Cut Wire Co.
Precision Staple Corp.
Prym, Wm., Inc.
SPEED PRODUCTS CO., INC.
Staplex Co.
Sufrin, I. & M.
Tip Top Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VAIL MFG. CO.
WILSON JONES CO.

Statement Distributors

(See Distributors, Envelope, Letter, Statement)

Stationery (Letterheads)

(See Engravers, Cards, Letterheads)

Stationery Cabinets

(See Cabinets, Storage)

Stationery Racks (Desk Drawer)

(See Racks, Stationery, Desk Drawer)

Stationery Racks (Desk Top)

(See Racks, Stationery, Desk Top)

Steel Pens

(See Pen Points, Steel)

Steel Stamps (Marking)

Ackerman-Gould Co.
Acromark Co.
BANKERS & MERCHANTS, INC.
Force, Wm. A., & Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Joslin, A. D., Mfg. Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
New York Stencil Works
NORTHWESTERN STAMP WORKS
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Steel Type (Typewriter)

Acromark Co.
Ames Supply Co.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co.
Wholesale Typewriter Co.

Stencil Board (Oil)

Diagraph-Bradley Industries, Inc.
Garvey Fountain Brush & Ink Co.
Gibson, A. C., Co., Inc.
Ideal Stencil Machine Co.
Link Paper Co.
Marsh Stencil Machine Co.
Matthews, James H., & Co.
STEWART, R. A., & CO., INC.

Stencil Brushes

(See Brushes, Marking, Stencil)

Stencil Cutting Machines (Duplicator)

Times Facsimile Corp.

Stencil Cutting Machines (Oil Board)

Diagraph-Bradley Industries, Inc.
Garvey Fountain Brush & Ink Co.
Ideal Stencil Machine Corp.
Marsh Stencil Machine Co.

Stencil Files

(See Files, Stencil)

Stencil Stamps

(See Duplicators, Stencil, Rocker Type)

Stencils (Addressing Machine, Fiber)

Addressoplate Corp.
Address-O-Rite Stencil & Machine Co.
American Addressing Machine Corp.
Elliott Addressing Machine Co.

Stencils (Addressing Machine, Metal)

Addressograph-Multigraph Corp.
Addressoplate Corp.
Address-O-Rite Stencil & Machine Co.
American Expansion Bolt & Mfg. Co.
American Addressing Machine Corp.
Dashew Business Machines, Inc.
National Address Plate Co.
Nettle Office Equipment Co.
Pollard-Alling Mfg. Co.

Stencils (Duplicator)

Acme Stencil Co.
Addo Machine Co., Inc.
Allied Carbon & Ribbon Mfg. Corp.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Ames Supply Co.
Autocopy, Inc.
Beck Duplicator Co.
Challenger, Inc.
Continental Ink Co.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Duplicating Papers, Inc.
Fawn Brands, Ltd.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Gestetner Duplicator Corp.
Harding, Milo. Co.
Hart Mfg. Co.
HEYER CORP.
Ink Specialties Co., Inc.
Keller Duplicator Co.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbon Mfg. Corp.
Marr Duplicator Corp.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Pacific Carbon & Ribbon Mfg. Co.
Pekas Duplicator Co.
Pengad Mfg. Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Print-O-Matic Co., Inc.
Pres-To-Line Corp. of America
Regal Typewriter Co., Inc.
Remington Rand Inc.
Repeat-O-Type Stencil Mfg. Co.
Ronnie Products, Inc.
Rex-Rotary Distributing Corp.
SHALLCROSS CO., INC.
Smith, H. E., Co.
Speed-O-Print Corp.
Stationers Guild of America
Technygraph Co.
Tru-Rite, Inc.
Vari-Color Duplicator Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Stencils (Marking, Brass)

AMERICAN SEAL & STAMP CO.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
NORTHWESTERN STAMP WORKS
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.

Stencils (Marking, Oilboard)

AMERICAN SEAL & STAMP CO.
Botts Mfg. Co.
Diagraph-Bradley Industries, Inc.
Dri-Flo Mfg. Co.
Force, Wm. A., & Co.
Garvey Fountain Brush & Ink. Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Ideal Stencil Machine Corp.
Krengel Mfg. Co., Inc.
Irwin-Hodson Co.
Marsh Stencil Machine Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
NORTHWESTERN STAMP WORKS
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.

Steno Notebook Holders

(See Copyholders)

Stenographers Note Books

(See Note Books, Stenographic)

Stenographic Machines

(See Shorthand Machines)

Stick Files

(See Files, Stick, Spindle)

Stock Business Forms

(See Forms, Business, Stock)

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From stencil to finished copies, Victor duplicating supplies offer you the best in quality reproduction. Rugged enough to withstand hard usage yet sensitive to the finest detail, Victor stencils give you maximum clarity in typing and stylus work with a minimum of cut out letters and fuzzy edges. Victor Duplicating Inks assure you that these clear-cut qualities will be faithfully reproduced in every printed copy, even on extra long runs. For quality every step of the way, ask for Victor.

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- DUPLICATING INKS
- CORRECTION FLUID

THE VICTOR SAFE & EQUIPMENT CO., INC.
NORTH TONAWANDA, NEW YORK

AJUSTRITE
TRADEMARK
(formerly Kewanee)
AUTOMATIC ADJUSTABLE CHAIRS and STOOLS

TUC Models

Choice of 18 Chair Models

Quick, easy adjustment, just lift the seat to any desired height from 15" to 20"; 18" to 26"; 24" to 35". Seats of plywood, hardwood, or molded SHREDDED FOAM RUBBER cushion. Adjustable back rest. Glides or casters. Foot rest available.

CHOICE OF 7 Stool Models

Split second, easy height adjustment from 15" to 20"; 18" to 26"; 24" to 35". Glides or casters. Wood or steel seat. May be equipped with back rest, foot rest, seat cushion. Literature and price list on request.

RSS Models

Ajusto Equipment Co.
2144 Madison Ave. Toledo 2, Ohio

Stock Control Record Forms

(See Forms, Stock Control Record)

Stool Swivels

(See Chair Irons and Swivels)

Stools (Bookkeepers, Cashiers, Metal)

AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
Ard Mfg. Co., Inc.
Blair Aluminum Furniture Co.
Bruning, Charles, Co., Inc.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products
Emeco Corp.
ENGINEERING MFG. CO.
FRITZ-CROSS CO.
General Fireproofing Co.
HAMILTON MFG. CORP.
Harter Corp.
KING POSTURE CHAIR CO.
Lyon Metal Products, Inc.
Marshallan Mfg. Co.
Maso Steel Products
Metal Office Furniture Co.
Metalstand Co.
Milwaukee Metal Furniture Co.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
VICTOR SAFE & EQUIPMENT CO., INC.
WACO PRODUCTS, INC.
Welch Industries

Stools (Bookkeepers, Cashiers, Wood)

GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.

Stools (Bookkeepers, Cashiers, Wood)

(Continued from page 215)

Johnson Chair Co.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
Remington Rand Inc.
Sikes Co., Inc.
Taylor Chair Co.

Stools (Factory)

Adirondack Chair Co.
AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
Lyon Metal Products, Inc.
Royal Metal Mfg. Co.
Standard Pressed Steel Co.
Toledo Metal Furniture Co.

Stools (Filing, Metal)

AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
Automatic File & Index Co.
Ard Mfg. Co.
COLE STEEL EQUIPMENT CO., INC.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Doehler Metal Furniture Co., Inc.
Flewelling, L. C., Co.
Goodfrend Metal Products Co.
Harter Corp.
KOL, INC.
Maso Steel Products
Metalstand Co.
Royal Metal Mfg. Co.
Shaw-Walker Co.
Sherman-Manson Corp.
STEEL PARTS MFG. CO.
Toledo Metal Furniture Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Welch Industries
Wells Chair Corp.

Stools (Filing, Wood)

GUNLOCKE, W. H., CHAIR CO.
Marble, B. L., Chair Co.
Milwaukee Chair Co.
Remington Rand Inc.
Wells Chair Corp.

Stop Watches (Time Study)

(See Watches, Stop, Time Study)

Storage Cabinets

(See Cabinets, Storage)

Storage Files

(See Files, Storage)

Storage-Wardrobe Cabinets (Combination)

(See Cabinets, Storage-Wardrobe Combination)

Store Display Fixtures

(See Fixtures, Store, Display Racks and Stands)

Straps (Bill, Currency)

ABBOTT COIN COUNTER CO.
Ames Safety Envelope Co.
Brandt Automatic Cashier Co.
DOWNEY, C. L., CO.
Exline, William, Inc.
National Fiberstok Envelope Co.
Pap-R Products
Sattley Co.
Spurgin Mfg. Co.
Strayer Coin Bag Co.

Straps (Binding)

Ames Safety Envelope Co.
Bushnell Alvah, Co.
Reif, A., & Co.
Schlegel Mfg. Co.
Sturges Mfg. Co.

Straps (Book, Carrying)

Auburn Mfg. Co.
Reif, A., & Co.
Sturges Mfg. Co.

Straps (Currency)

(See Straps, Bill, Currency)

String Binders, Ties

Ames Safety Envelope Co.
BANKERS BOX CO.
Keystone Envelope Co.
May, J. L., Co.
National Fiberstok Envelope Co.
Perfection Box Co.
Rochester Wire-O-Binding, Inc.
Schlegel Mfg. Co.
U. S. Envelope Co.

Stripping (Desk Top)

(See Glass Desk Top Stripping and Pads)

Strong Boxes

(See Boxes, Cash)

Styli (Stencil)

American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Ames Supply Co.
Beck Duplicator Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
King Gem Co.
Marr Duplicator Corp.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Remington Rand Inc.
Repeat-O-Type Stencil Mfg. Co.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Smith Mfg. Co.
Speed-O-Print Corp.
Technygraph Co.
Tru-Rite, Inc.
Vari-Color Duplicator Co.

Stylographic Pens

(See Fountain Pens, Ink Pencil)

Summary Boards

(See Peg Boards, Accounting)

Supports (Letter Tray)

(See Tray Supports, Letter Tray)

Supports (Shelf, Typewriter, Desk)

(See Typewriter Desk Shelf Supports)

Swinging Shelf Attachment (Desk)

Adjusto-Swing Office Machine Stands
Globe-Wernicke Co.
Shipman-Ward Mfg. Co.
WEIS MFG. CO.

Tables (Banquet)

(See Tables, Folding and Banquet)

Tables (Directors', Metal)

ALL-STEEL EQUIPMENT INC.
Blair Aluminum Furniture Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Yawman and Erbe Mfg. CO.

Tables (Directors', Wood)

Avalon Products, Inc.
Blair Veneer Co.
Buckstaff Co.
Carlton-Survey, Inc.
Donie Chair and Mfg. Co., Inc.
Doten-Dunton Desk Co.
Excellent Cabinet Works Co.
Executive Furniture, Inc.
Globe-Wernicke Co.
Great Lakes Store & Office Fixture Co.
Hanes Chair & Furniture Co.
Hiebert's C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
M. J. S. FURNITURE DISTRIBUTORS, INC.
Miller, Herman, Furniture Co.
Mutschler Bros. Co.
Myrtle Desk Co.
National Cabinet Co.
National Desk Co.
SCERBO, FRANK, & SONS, INC.
Sloane, W. & J.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Wilhite Mfg. Co., Inc.

Tables (Display, Metal)

ALL-LUMINUM PRODUCTS
American Fixture & Mfg. Co.
Crown Products Co.
Equipto Div., Aurora Equipment Co.
HASKELL, INC.
Lyon Metal Products, Inc.
Roto-Table Co.
Troy Sunshade Co.

Tables (Display, Wood)

Ard Mfg. Co.
Buckstaff Co.
Crown Products Co.
Excellent Cabinet Works Co.
Great Lakes Store & Office Fixture Co.
Hanes Chair & Furniture Co., Inc.
Leopold Co.
JASPER DESK CO.
Merchants Box Co.
M.J.S. FURNITURE DISTRIBUTORS, INC.
National School Equipment Co.
QUIGLEY FURNITURE CO.
Sloane, W. & J.
Weber Showcase & Fixture Co., Inc.

Tables (Drafting and Drawing)

Brown, Arthur, & Bro., Inc.
Bruning, Charles, Co., Inc.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Emrick, Inc.
ENGINEERING MFG. CO.
Favor, Ruhl & Co.
Hamilton Mfg. Co.
HASKELL, INC.
KARL MFG. CO.
Keuffel & Esser Co.
Lyon Metal Products, Inc.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Frederick, Co.
STACOR EQUIPMENT CO.
Weber, F., Co., Inc.
Weil, J. H., & Co.

Tables (Folding and Banquet)

Adirondack Chair Co.
ALL-LUMINUM PRODUCTS (ALUMINUM)
Auburn Heights Mfg. Co. (Tilting Utility)
Crown Products Co.
De Saussure Equipment Co
Douglas Mfg. Corp. (Election)
Ferguson Bros. Mfg. Co.
Flewelling, L. C., Co.
HAMILTON MFG. CO. (FOLDING UTILITY)
Hanes Chair & Furniture Co., Inc.
Howe Folding Furniture, Inc.

NO. 30 ILLUSTRATED
SIZES
24" L 18" W 30" H
30" L 18" W 30" H

TABLES

FOR EVERY OFFICE NEED
ROUND • SQUARE • HEXAGON • OCTAGON

•

AUXILIARY
OFFICE – SCHOOL
SHOW ROOM
TELEPHONE

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SOLID OAK & BIRCH

Finishes
OAK • MAHOGANY • WALNUT • LIME OAK
ALSO SPECIALS TO ORDER

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The one and only
FOLD-A-WAY TABLE
. . . the world's *handiest* table

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ADVERTISED

HOUSE & GARDEN
BETTER HOMES and GARDENS
GOOD HOUSEKEEPING
Guaranteed by Good Housekeeping
HOUSE BEAUTIFUL
LIVING for Young Homemakers

LIGHTWEIGHT ALUMINUM . . . holds over 40 times its own weight. Folds to fit in closet or car . . . or to carry like luggage on its own leather handle

MODEL A (24" x 60") List—$21.95
West of Mississippi—$22.95
MODEL B (30" x 72") List—$29.95
West of Mississippi—$31.50

For extra Holiday business two ways—feature the FOLD-A-WAY as a gift . . . use it as an extra counter to display Holiday wares. For offices, homes, churches, institutions . . . the FOLD-A-WAY is the world's most useful, profitable table.

Write for literature, price lists and cooperative advertising plan.

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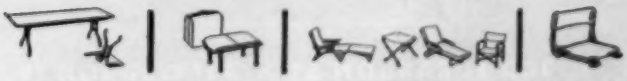
FEATURE THESE OTHER ALL-LUMINUM PRODUCTS



Atlas Folding Legs | Snack-Pak | Outdoor Chairs | Stadium Seat

Tables (Folding and Banquet)

(Continued from page 216)

Ken-Ro-Bil Corp.
Luxem, James P., Co.
Midwest Folding Products
P.B.R. Mfg. Co.
Rastetter, Louis, & Sons Co.
Royal Metal Mfg. Co.
Shwayder Bros., Inc.
Stakmore Co., Inc.

Tables (Mail Room)

All-Purpose Metal Equipment Corp.
Angle Steel, Inc.
Clark, R. K., Co., Inc.
Commercial Controls Corp.
Equipto Div., Aurora Equipment Co.
Geller, J. R.
Hanes Chair & Furniture Co., Inc.
HASKELL, INC.
Interior Steel Equipment Co.
Lyon Metal Products, Inc.
Pitney-Bowes, Inc.

Tables (Office, Metal)

ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
Ard Mfg. Co., Inc.
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIVISION
Blair Aluminum Furniture Co.
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Fixtures Mfg. Corp.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
Home-O-Nize Co.
INVINCIBLE METAL FURNITURE CO.
Lyon Metal Products, Inc.
Metal Office Furniture Co.
Metalstand Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Precision Mfg. Co.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Sherman-Manson Corp.
Toledo Metal Furniture Co.
VANPE, INC.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Tables (Office, Wood)

Acro Wood Products Corp.
Alma Desk Co.
Annike Sales & Equipment Co.
Avalon Products, Inc.
Blair Veneer Co.
Buckstaff Co.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
Doten-Dunton Desk Co.
DORO MFG. CO.
Excellent Cabinet Works Co.
Executive Furniture, Inc.
Flewelling, L. C., Co.
Geller, J. R.
Great Lakes Store & Office Fixture Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
Huntington Chair Corp.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
M. J. S. FURNITURE DISTRIBUTORS, INC.
McLeod Furniture Co.
Miller, Herman, Furniture Co.
Mutschler Bros. Co.
Myrtle Desk Co.
National Cabinet Co.
National Desk Co.
National School Equipment Co.
Nucraft Furniture Co.
QUIGLEY FURNITURE CO.
Rishel, J. K., Furniture Co.
SCERBO, FRANK, & SONS, INC.
Shelbyville Desk Co.
Sloane, W. & J.
STANDARD FURNITURE CO.

Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Wilhite Mfg. Co., Inc.
Worden Co.

Tables (Telephone)

(See Stands, Telephone)

Tables (Typewriter, Metal)

Ames Supply Co.
Arlington Seating Co.
ART METAL CONSTRUCTION CO.
Asquith Associates, Inc.
COLE STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
HALVERSON SPECIALTY SALES
HASKELL, INC.
Home-O-Nize Co.
INVINCIBLE METAL FURNITURE CO.
Ken-Ro-Bil Corp.
KOL, INC.
Lennox Metal Mfg. Co.
Lexington Metal Products, Inc.
Marshallan Mfg. Co.
Maso Steel Products
Metalstand Co., Inc.
Midwest Metal Mfg. Co.
ORNA METAL PRODUCTS CO.
Riteform Chair Co., Inc.
Shipman-Ward Mfg. Co.
Sherman-Manson Corp.
Tiffany Stand Co.
TOLEDO GUILD PRODUCTS, INC.
Toledo Metal Furniture Co.
VANPE, INC.
Welham Metal Products Co.

Tables (Typewriter, Wood)

Acro Wood Products Corp.
Annike Sales & Equipment Co.
Arlington Seating Co.
BRADLEY, MILTON, CO.
DORO MFG. CO.
Excellent Cabinet Works Co.
Flewelling, L. C., Co.
Franklin Table Co.
Geller, J. R.

Manufacturers of Quality

OFFICE and SCHOOL TABLES

Quality materials, superior cabinet work. All interior materials are Hardwood.

Write Today for Literature.

JASPER TABLE CO., INC.
JASPER, INDIANA

Green River Boat Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO
IMPERIAL DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO.
Kingdom Mfg. Co.
McLeod Furniture Co.
Miller, Herman, Furniture Co.
M.J.S. FURNITURE DISTRIBUTORS, INC.
Myrtle Desk Co.
National School Equipment Co.
QUIGLEY FURNITURE CO.
Rishel, J. K., Furniture Co.
SCERBO, FRANK, & SONS, INC
Seaburg Mfg. Co.
STANDARD FURNITURE CO.
STEMPEL MFG. CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.

Tablet Arm Chairs

(See Chairs, Tablet Arm)

trade names got you ? ? confused?

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 208 should be the first place you turn to.

DAN-DEE STEEL OFFICE EQUIPMENT

DAN-DEE DESK
No. 1737

- Tube rolled steel construction
- Tops of ¾-inch solid birch or solid walnut
- Large center compartment under typewriter shelf
- Four stationery compartments
- Rubber mat on typewriter shelf
- Easy rolling casters, brake wheels
- Gray or walnut finish
- Shipping weight 80 lbs., one to a carton

NEW!
VANPE BUMPER BASKET
No. 1315

A completely streamlined waste basket with all deluxe features. Has smooth, rounded corners and only two vertical seams. Large, flexible rubber bumper prevents walls or furniture from being scratched.

- Heavy gauge furniture steel
- All welded construction
- Measures 13" x 13" x 15"
- Beautifully finished in gray, green, or walnut
- Shipped 6 per carton; carton weight approx. 42 lbs.

- Non-skid rubber mat in Typewriter recess
- Smooth, rounded corners on drop leaves
- No seams or joints on top surface
- Legs recessed into table sides
- Continuous piano hinges
- Large, brake wheel casters
- Increased leg room under table
- Gray, green, or walnut finish
- Shipping wt. approx. 20 lbs., one per carton
- Shipped completely assembled

DAN-DEE STENO-TYPE TABLE
No. 200
with one drop leaf and one tray

DAN-DEE TYPE and ADD STAND
No. 400-2-DL
with 2 drop leaves

VANPE, Inc. 4613 S. STATE ST., CHICAGO 9, ILL.

Write for new catalog

EFFICIENCY
AND
CHAMPION
Lines of
PAPER PRODUCTS
now carried by
Progressive Stationers
everywhere

Legal and Letter Pads
Telephone Pads
Petty Cash Pads
Adding Machine Rolls
Wire-O Note Books
Perforated Pads
Drawing Tablets
Typewriter Paper
Loose Leaf Fillers
Receipt Books
Quadrille and Cross Section Pads

AMERICAN PAD & PAPER CO.
HOLYOKE MASS.

Tablets and Pads

AMERICAN PAD & PAPER CO.
Anchor Ruling Div.
Blair, J. C., Co.
Bradner Smith & Co.
Central Tablet Mfg. Co.
Craftint Mfg. Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Elam-Elkhart Staty. Co
Ennis Tag & Salesbook Co.
Ersco
General Manifold & Ptg. Co.
Hano Paper Co., Inc.
Highland Mfg. Co.
Hyman, L., & Sons
Kurtz Bros.
Lakeside Central Co.
Maple Leaf Mfg. Co., Inc.
Mohawk Tablet Co.
National Blank Book Co.
National Manifolding Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Universal Pad & Tablet Corp.
Vernon, S. E. & M., Inc.
Ward, Samuel, Mfg. Co.
Western Tablet & Staty. Corp.
WILSON JONES CO.
Winnebago Paper Co., Inc.

Tabs (Index)

(See Index Tabs)

Tabulating Card Files

(See Files, Tabulating Card)

Tabulating Forms

(See Forms, Tabulating)

Tabulating Machines

Denominator Co., Inc.
International Business Machines Corp.
Powers-Samas Accounting Machine Sales, Ltd.
Remington Rand Inc.

Tacking Machines (Staple)

ARROW FASTENER CO., INC.
Bostitch
Burgess Fastening Co.
Fastener Corp.
Hansen, A. L., Mfg. Co.
Heller Co., The
Hotchkiss, E. H., Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.

Tacks (Map)

American Map Co.
Graff, Geo. B., Co. (Also Map Flags)
Hampden Mfg. Co., Inc.
Moore Push-Pin Co.
Rand McNally & Co.

Tacks (Thumb, Colored Head)

Atlas Tack Corp.
Educational Exhibition Co.
Graff, Geo. B., Co.
Hampden Mfg. Co.
Moore Push-Pin Co.
Shelton Tack Co.

when
you see a
bold face
listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index on page 4.

use the ads... they are written to help you in your buying.

Tacks (Thumb, Numbered Head)

Educational Exhibition Co.
Graff, Geo. B., Co.
Hampden Mfg. Co.
Moore Push-Pin Co.
Noesting Pin Ticket Co.

Tacks (Thumb, Plain Head)

A. & W. Products Co., Inc.
American Tack Co., Inc.
Atlas Tack Corp.
Cardinell Corp.
Educational Exhibition Co.
Favor, Ruhl & Co.
Gabe Mfg. Corp.
Grumbacher, M., Inc.
Hampden Mfg. Co., Inc.
I.D.L. MFG. & SALES CORP.
Moore Push-Pin Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Prym, Wm., Inc.
Simonsville Mfg. Co.
VAIL MFG. CO.
Weeks, Frank A., Mfg. Co.

Tags (Key)

Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
Artmor Plastics Corp.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
CUSHMAN & DENISON MFG. CO.
DENNISON MFG. CO.
Gits Molding Corp.
Irwin-Hodson Co.
Knickerbocker Leather & Novelty Co., Inc.
Matthews, James H., & Co.
May, J. L., Co.
Meyer & Wenthe, Inc.
Moore, P. O., Inc.
National Tag & Label Corp.
NORTHWESTERN STAMP WORKS
Parisian Novelty Co.
Plastic Fabricators Co.
REYBURN MFG. CO., INC.
Salisbury Mfg. Co.
Spaulding Fibre Co., Inc.
Spencer, S. M., Mfg. Co.

Tags (Luggage)

Artmor Plastics Corp.
Chicago Saddlery Co.
DENNISON MFG. CO.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Ennis Tag & Salesbook Co.
Irwin-Hodson Co.
May, J. L., Co.
Plastic Fabricators Co.
Reif, A., & Co.
Stationers Specialty Corp.
Superior Plastics, Inc.

Tags (Merchandise, Price)

Atlas Tag Co.
Dancyger Mfg. Co.
Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Ticket Co.
Keener Mfg. Co.
Keystone Tag Co.
Kimball, A., Co.
May, J. L., Co.
Merchants Industries, Inc.
Michigan Tag Co.
National Fiberstok Envelope Co.
National Tag & Label Corp.
Noesting Pin Ticket Co., Inc.
Plastic Fabricators Co.
REYBURN MFG. CO., INC.
Salisbury Mfg. Co.
Topflight Tape Co.

Tags (Metal Rim)

Dancyger Mfg. Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
Kimball, A., Co.
May, J. L., Co.
REYBURN MFG. CO., INC.
Salisbury Mfg. Co.

Your move for Sales

Shipping Tags
Metal Rim Tags
Marking Tags
Baggage Tags
Printed Tags
Key Tags
Identification Tags
Pin Tickets

GOOD MARK-UP ★ STEADY TURNOVER

Crepe Paper
Duplex Crepe Paper
Gummed Crepe Paper
Crepe Streamers
Flower Making Materials
Craft Instruction Books
Confetti
Guest Towels

RELATED SALES ★ IMPULSE SALES

Gift Wrapping Papers
Cards — Tags
Seals — Ribbons
Tissue
Cellophane
Nature Seals
Everyday Seals
Holiday Seals & Cut-outs

QUALITY MERCHANDISE ★ TOP-NOTCH PACKAGING

Red Bordered Labels
Plain Gummed Labels
File Folder Labels
Addressing Labels
Parcel Post Labels
Caution & Mailing Labels
Air Mail Labels
PRES-a-ply Labels

EVERYDAY USEFULNESS ★ REPEAT SALES

Gummed Stars
Reinforcements
Lettersets
Gummed Index Tabs
Notarial Seals
Stamp Hinges
Photo Corners
Photo Title Labels

NATIONAL ADVERTISING ★ CUSTOMER ACCEPTANCE

Coin Cards
Duplicate Checks
Mending Tape
Scotch Tape
Gummed Hangers
Paper Fasteners
Poker Chips & Racks
Sealing Wax

Dennison MANUFACTURING COMPANY
FRAMINGHAM, MASSACHUSETTS

Tags (Shipping)

ABBOTT COIN COUNTER CO.
Atlas Tag Co.
Campbell Box & Tag Co.
Dancyger Mfg. Co.
Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Tag & Salesbook Co.
International Ticket Co.
Keener Mfg. Co.
Keystone Tag Co.
Kimball, A., Co.
Marvin Envelope & Paper Co.
Matthews, James H., & Co. (Metal)
May, J. L., Co.
Merchants Industries, Inc.
Michigan Tag Co.
National Fiberstok Envelope Co.
National Tag & Label Corp.
REYBURN MFG. CO., INC.
Robinson Tag & Label Co.
Salisbury Mfg. Co.
Topflight Tape Co.

Tape (Gummed, Mending)

Conover, Seymour, Co.
Demco Library Supplies
DENNISON MFG. CO.
Gaylord Bros., Inc.
Gummed Tape & Devices Co.
Mid-States Gummed Paper Co.
Mystik Adhesive Products
REYBURN MFG. CO., INC.
Seal, Inc.
WARSHAW MFG. CO., INC.
WILSON JONES CO.

Tape (Gummed, Pressure-Sensitive)

Avery Adhesive Label Corp.
DENNISON MFG. CO.
Ever Ready Label Corp.
Gummed Tape & Devices Co.
Industrial Tape Corp.
Labelon Tape Co.
Minnesota Mining & Mfg. Co.
Mystik Adhesive Products
Pagell, Alfred H.
TAPE MARK CO. (PRINTED)
Topflight Tape Co.

Tape (Gummed, Sealing, Plain)

Bison Research Service
Botts Mfg. Co.
Central Paper Co.
Dry-Tab Package Sealer Co., Inc.
Ever Ready Label Corp.
Gum Products Press, Inc.
Gummed Products Co.
Gummed Tape & Devices Co.
Hano Paper Co., Inc.
Hudson Pulp & Paper Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
McKenna & Phelps, Inc.
Mid-States Gummed Paper Co.
Mystik Adhesive Products (Cloth)
Package Ad & Sealer Co.
Paper Manufacturers Co., Inc.
Salsbury Corp.
Tape, Inc.
WARSHAW MFG. CO., INC.

Tape (Gummed, Sealing, Printed)

Central Paper Co.
Gummed Products Co.
Gummed Tape & Devices Co.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mid-States Gummed Paper Co.
Tape, Inc.

Tape (Labeling, Pressure-Sensitive)

Labelon Tape Co.
TAPE MARK CO.

Tape (Teletype)

Accurate Sales Book Co.
Eastern Specialties Co., Inc.
Marvin Envelope & Paper Co.
Mid-States Gummed Paper Co.
Paper Manufacturers Co.
Ribbon & Ticker Paper Co.

what is TapeMark?

The finest printed "SCOTCH" tape on the market today.

Advertising media

Point of sale use

Instructional label use

Countless industrial uses

Container Identification

Your customers are already users — write for our dealer set up and supply their needs!

THE TapeMark COMPANY
N. W. STAMP WORKS BLDG.
ST. PAUL 1, MINN.

Tariff Files
(See Files, Tariff)

Telephone Address Books
(See Books, Telephone Address)

Telephone Amplifiers
Electro Engineering & Mfg. Co.
Magnetic Recording Industries
Simplophone Corp.

Telephone Answering Devices
Connecticut Telephone and Electric Corp.
Electronic Secretary Distributors, Inc.
Magnetic Recording Industries
Mohawk Business Machines Corp.

Telephone Arms, Brackets
ASSOCIATED STATIONERS SUPPLY CO.
GLIDEX CORP.
Tele-Tray Corp. (Combination Ash Tray and Receiver Rest)

Telephone Base Pads (Rubber)
(See Pads, Telephone Base, Rubber)

Telephone Book Covers
(See Binders, Telephone Book)

Telephone Cabinets, Stands
(See Stands, Telephone)

Telephone Call Pads
(See Pads, Telephone Call)

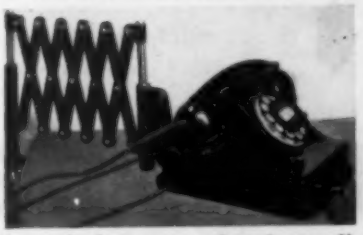
Telephone Cord Coilers, Protectors
Blank, Arthur, & Co., Inc.
Frank Paper Products Corp.
Huff Co., The
Lee-Bert, Inc.
Neverknot Co.
Perma Products Co.
Superior Plastics, Inc.
United Elastic Corp.

Telephone Ear Cushions
Goodrich, B. F., Co.
Sun Rubber Co.

Telephone Indexes
(See also Telephone List Finders)
American Binder Co.
Associated Industrial Designers
Bates Mfg. Co.
Blank, Arthur, & Co., Inc.
Continental Mfg. Co.
ELBE FILE & BINDER CO., INC.
Finch & McCullough
Higbee, G. A., Co.
RECORDPLATE CO.
Stationers Specialty Corp.
"TOPS" BUSINESS FORMS
VICTOR SAFE & EQUIPMENT CO., INC.
Vita Specialties Co.
WHEELDEX MFG. CO., INC.
WILSON JONES CO.
World Mfg. Co.
Zephyr American Corp.

Telephone Lamps
(See Lamps, Telephone)

HANDY
TRADEMARK "GLIDEX"
TELEPHONE BRACKET
A Stable Seller the Year 'Round



Saves desk space—swings in any direction—Keeps phone in easy reach yet out of way—The only bracket made to hold present models.

Made of strong, durable steel. Extends to 30 rigid inches. Closes only 9 inches. Various types of mountings available for attaching to wall, desks, table edges, side of tables, etc. Nothing to get out of order. Eliminates nuisance of phone cord mussing desk papers.

WRITE FOR ILLUSTRATED LITERATURE AND DEALERS' PRICES

GLIDEX CORP.
4538 W. ROOSEVELT ROAD
CHICAGO 24, ILL.

Telephone List Finders
Autopoint Co.
Bates Mfg. Co.
Finch & McCullouch
Nosco Plastics
SAINBERG & CO., INC.
Shank Leather Goods Co.
SMITH METAL ARTS CO., INC.
Zephyr American Corp.

Telephone Locks
Phonelock Co.
Telephone Devices Co., Inc.

Telephone Memo Attachments, Devices
ART STEEL SALES CORP.
Dura-Clip Co., Inc.
Miltier Lighting Products, Inc.
Pad-O-Fone Corp.
Practical Products
Rite-Hear Phone Pad Co.
Sapphire Products
Staron Products, Inc.

Telephone Memo Pads
Affleck Stationery Co.
American Binder Co.
AMERICAN PAD & PAPER CO.
Bradner Smith & Co.
Ersco
Finch & McCullough
Gits Molding Corp.
Merchants Industries, Inc.
Morris, Bert M., Co.
Rediform Division
Redi-Record Products Co.
SAINBERG & CO., INC.
Stationers Specialty Corp.
"TOPS" BUSINESS FORMS
Winnebago Paper Co., Inc.

Telephone Mouthpiece Sterilizers
Dr. Scat Chemical Co.
Sanford Ink Co.
Tele-Cide Chemical Corp.

Telephone Receiver Holders
(See Holders, Telephone Receiver, Shoulder Type)

Telephone Recorders
Connecticut Telephone & Electric Corp.
Dictaphone Corp.
Magnetic Recording Industries
SoundScriber Corp.

Telephone Silencers (Mouthpiece)
Hush-A-Phone Corp.
Junier, F. R., Associates
Telephone Devices Co., Inc.

Telephone Stands, Tables
(See Stands, Telephone)

Telephone Toll Timers (Mechanical)
Calculagraph Co.
Dorson Time Instruments Co.
Lux Clock Mfg. Co., Inc.
Northwestern Clock Co.
Telephone Devices Co., Inc.

Telephone Toll Timers (Sand Glass Type)
American Binder Co.
Guedon Co.
Parisian Novelty Co.
Sanders Mfg. Co.
Time-It Corp.

Teletype Rolls
(See Rolls, Paper, Teletype)

Teletype Tape
(See Tape, Teletype)

Thermometers
American Thermo-Ware Co., Inc.
Chaney Mfg. Co.
Compass Instrument & Optical Co.
Fee & Stemwedel, Inc.
Germanow-Simon Machine Co.
Guedon Co.
New Era Optical Co.
Ohio Thermometer Co.
Swift & Anderson, Inc.
Taylor Instrument Co.
World Mfg. Co.

Thermos Sets and Carafes
Aladdin Industries, Inc.
American Thermos Bottle Co.
Kromex Corp.
Landers, Frary & Clark
Manning, Bowman & Co.
SMITH METAL ARTS CO., INC.

Thumb Tacks
(See Tacks, Thumb)

Thumb Tack Removers
American Machine Works, Inc.
Hampden Mfg. Co.

Ticket Punches
(See Punches, Ticket)

Tickets (Pin)
Dancyger Mfg. Co
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Ticket Co.
Kimball, A., Co.
May, J. L., Co.
National Tag & Label Corp.
Noesting Pin Ticket Co., Inc.
REYBURN MFG. CO., INC.
Salisbury Mfg. Co.

Tickets (Price Marking)
(See Tags, Merchandise, Price)

Tickler Files
(See Files, Card Index, Box)

Ties (Package)
(See String Binders, Ties)

Time Books
(See Books, Time)

Time Card Racks
(See Racks, Time Card)

Time Cards
Acme Publishing Co.
American Fiber-Velope Mfg. Co.
Atlas Tag Co.
Cincinnati Time Recorder Co.
Colonial Co
E-Z Sort Systems, Ltd.
Ersco
Follett Time Recording Co.
General Manifold & Printing Co.
Grand Rapids Loose Leaf Binder Co.
International Business Machines Corp.
Master-Craft Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Tag & Label Corp.
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Co.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date and Number, Inc.
Watt & Gillogly, Inc.

Time Clocks
(See Clocks, Time)

Time Computers
Collins & Williams Co., Inc.
Hourmaster, The

Time Recorders
Calculagraph Co.
Cincinnati Time Recorder Co.
Dorson Time Instruments Co.
International Business Machines Corp.
Follett Time Recording Co.
General Electric Co.
Joslin, A. D., Mfg. Co.
Lathem Time Recorder Co.
Roberts Numbering Machine Co.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date & Number, Inc.

Time Stamps (Automatic)
(See Time Recorders)

Time Stamps (Hand)
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Cincinnati Time Recorder Co.
Consolidated Stamp Mfg. Co., Inc.
Cooke Time Stamp Co.
Dayton Stencil Works Co.
Dorson Time Instruments Co.
Follett Time Recording Co.
Irwin-Hodson Co.
Joslin, A. D., Mfg. Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.

make the ◄

MOST ◄

of your ◄

BUYERS INDEX ISSUE

RELY ON THE INDEX WHENEVER YOU NEED PRODUCT INFORMATION

This *dependable* guide to sources of supply can well be your most valuable purchasing aid. Under the PRODUCT LISTINGS you will find the names of manufacturers of all types of office supplies, machines and furniture. The complete address of each manufacturer can be located easily in the ALPHABETICAL LISTINGS at the front of the INDEX. Trade names are listed conveniently near the back, in addition to important details concerning all of the trade associations in the office equipment and supply industry.

Let the BUYERS INDEX ISSUE serve you daily. Depend on it . . . train your salesmen and office employees to use it also. Keep it centrally located so that everyone has access to it. And remember . . . replacement cannot be guaranteed . . . so be sure that your copy does not get misplaced or filed out of sight. *The INDEX is the most authoritative buying service available to the trade.*

For specific details about products and manufacturers write or phone the Service Bureau. The INDEX and the facilities of the Bureau are available only to regular readers of OFFICE APPLIANCES—the Key to the Market Places of the Industry

NORTHWESTERN STAMP WORKS
Rivet-O Mfg. Co.
STEWART, R. A., & CO., INC.
Time, Date & Number, Inc.

Time Study Supplies

Hourmaster, The
Meylan Stopwatch Corp.

Tourist Registers

(See Registers, Hotel, Tourist Court)

Towel Hampers and Baskets

Artmor Plastics Corp.
Cadillac Office Equipment
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Solar-Sturges Mfg. Co.
Steelware Mfg. Corp.

Towels (Paper)

(See Paper Towels and Dispensers)

Tracing Cloth

Alteneder, Theo., & Sons
Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Favor, Ruhl & Co.
Keuffel & Esser Co.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Frederick, Co.
Warren-Knight Co.
Weil, J. H., & Co.

Tracing Paper

(See Paper, Tracing)

Transfer Binders

(See Binders, Transfer-Storage)

Transfer Cases

(See Files, Storage)

Transfers (Decalcomania)

(See Decalcomania Transfers)

Transparent Mending Tape

(See Tape, Gummed, Mending)

Tray Binders

(See Binders, Tray)

Tray Supports (Letter Tray)

Artistic Desk Pad & Novelty Co.
Dash Metal Products Co.
Decatur Industries, Inc.
Gabe Mfg. Corp.
Globe-Wernicke Co.
HEDGES MFG. CO.
I.D.L. MFG. & SALES CORP.
Jaybee Tray Co., Inc.
Morris, Bert M., Co.
POLAR MFG. CO.
SENGBUSCH SELF-CLOSING INK-STAND CO.
STEMPEL MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.
WEIS MFG. CO.
Worcester Wire Novelty Co.

Trays (Ash)

(See Ash Trays)

Trays (Bill, Currency)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Currier Mfg. Co.
DOWNEY, C. L., CO.
NU-CRAFT PRODUCTS CO.
POLAR MFG. CO.
Shaw-Walker Co.
Strayer Coin Bag Co.

Trays (Check Posting)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Currier Mfg. Co.
Dash Metal Products Co.
Konko Sales Co.
Le Febure Corp.
NU-CRAFT PRODUCTS CO.
Shaw-Walker Co.
STEMPEL MFG. CO.
Yawman and Erbe Mfg. Co.

Trays (Cross File, Card)

ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
Bentson Mfg. Co.
BERGER MFG. DIV.
Globe-Wernicke Co.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
WEIS MFG. CO.
Yawman and Erbe Mfg. Co.

Trays (Desk, Center Drawer)

ART STEEL SALES CORP.
Bentson Mfg. Co.
COLE STEEL EQUIPMENT CO., INC
CORRY-JAMESTOWN MFG. CORP.
Cronstroms Mfg. Co.
Currier Mfg. Co.
Dehler Mfg. Co.
Goodfrend Metal Products Co.
INVINCIBLE METAL FURNITURE CO
LIT-NING PRODUCTS CO.
MAYFAIR CO.
Merchants Box Co.
Shaw-Walker Co.
VANPE, INC.
WEIS MFG. CO.
Yawman and Erbe Mfg. Co.

Trays (Letter, Aluminum)

Aluminum Desk Accessories Co.
Cronstroms Mfg. Co.
NU-CRAFT PRODUCTS CO.
SMITH METAL ARTS CO., INC.
Stellar Tool & Mfg. Co., Inc.
VALCO CO.

Trays (Letter, Glass)

Pittsburgh Plate Glass Co.
Sneath Glass Co.

Trays (Letter, Leather Covered)

American Binder Co.
Artistic Desk Pad & Novelty Co.
BANOV-BERNSLEY & CO.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
POLAR MFG. CO.
Redi-Record Products Co.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.

Trays (Letter, Plastic)

Almac Plastics, Inc.
Alpine Mfg. Co.
ART STEEL SALES CORP.
Artmor Plastics Corp.
Gits Molding Corp.
Globe-Wernicke Co.
Morris, Bert M., Co.
ROCKWELL-BARNES CO.
SERVICE PRODUCTS DIVISION
Shaw-Walker Co.
Superior Plastics, Inc.
Zephyr American Corp.

STEMPCO
THE TRADEMARK OF QUALITY

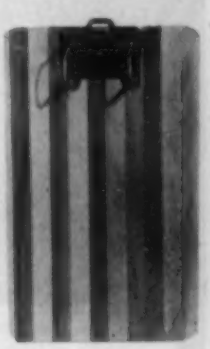
the complete line with more profit in WOOD

Beautifully finished, durable hardwood units are items your customers can't resist . . . they're easy to sell. Stempco units are made by craftsmen who take pride in their work.

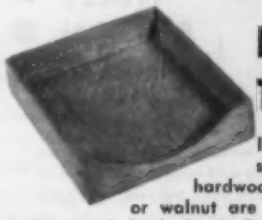
TELEPHONE TABLES

A new addition to our line . . . telephone tables manufactured to the high standards we maintain on all our products. An attractive addition to any office in either Oak or Combination Walnut.

ARCH BOARDS



Beautiful, laminated arch boards with arch attached. Note, letter and legal sizes. Standard boards available to fit any arch. Composition backed arch files also available.



DESK TRAYS

In letter or legal size, these fine hardwood trays in oak or walnut are an asset to any desk. Hand finished. Packed 12 to carton.

CLIP BOARDS

Laminated wood and Masonite. An appealing display rack to be your silent salesman for the 4 sizes it accommodates. Wood boards packed ½ doz. to box. Masonite Clip Boards available in all popular sizes.

COSTUMERS

A complete line of oak, walnut, or mahogany finished costumers with solid hardwood posts and brass finished hooks. Square, tapered, or turned.

CHAIR MATS

Wide or narrow lip tempered Masonite mats in a wide range of sizes and in permanent colors. Extra fast selling.

STEMPEL MANUFACTURING COMPANY
2830 ROBERTA ST. DALLAS, TEXAS

P.E.C.

POSTING TRAYS AND STANDS

THREE ● BUTTON ● MAGIC ●

Cash in on America's *newest* line of posting trays and stands... designed to keep pace with modern machine bookkeeping systems.

FOR YOUR CUSTOMERS... P. E. C. Posting Trays and Stands mean increased *speed*, greater *accuracy* and the ultimate in operator *convenience* and *comfort*. Every operation of the P. E. C. Tray is controlled by 3 buttons located within fingertip reach of the operator. P. E. C. Trays put an end to shifting heavy contents and wasted motion.

FOR YOU—THE DEALER... P. E. C. Posting Trays and Stands mean greater turnover and easier selling. The P. E. C. line is backed by national advertising and free merchandising aids that *pre-sell* your customers... make your job easier.

Trays available to accomodate sheet sizes 5"x 8" to 12"x 12". Hoods with locks available for all 18¾" depth trays. Three models in stands available with adjustable or fixed legs.

GET THE FACTS ON THE P. E. C. LINE . . . write

POSTING EQUIPMENT CORP.

777 Hertel Avenue, Buffalo 7, N. Y.

Trays (Letter, Simulated Leather Covered)

American Binder Co.
CHICAGO DESK PAD CO., INC.
Mason Stationery Products, Inc.
Redi-Record Products Co.
SAINBERG & CO., INC.
Smith, S. K., Co.
Star Office Accessories Co.
Stationers Specialty Corp.

Trays (Letter, Steel)

All Purpose Metal Equipment Corp.
Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
CORRY-JAMESTOWN MFG. CORP.
ERIE ART METAL CO.
FRANKLIN METAL PRODUCTS CO.
Geller, J. R.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
HASKELL, INC.
Home-O-Nize Co.
INVINCIBLE METAL FURNITURE CO.
LIT-NING PRODUCTS CO.
Maso Steel Products
MAYFAIR CO.
Metal Office Furniture Co.
NU-CRAFT PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Premier Supply Corp.
SECURITY STEEL EQUIPMENT CORP
SMITH METAL ARTS CO., INC.
STEEL PARTS MFG. CO.
VANPE, INC.
WEIS MFG. CO.
Yawman and Erbe Mfg. Co.

Trays (Letter, Wicker)

Baille Basket Co.

Trays (Letter, Wire)

Hamblin & Russell Mfg. Co.
I.D.L. MFG. & SALES CORP.
Massillon Wire Basket Co.
Meyers, Fred L., Mfg. Co.
Washburn Co.
Worcester Wire Novelty Co., Inc.

Trays (Letter, Wood)

Acro Wood Products Corp.
AMBERG FILE & INDEX CO.
Annike Sales & Equipment Co.
Artistic Desk Pad & Novelty Co.
Decatur Industries, Inc.
DORO MFG. CO.
Executive Furniture, Inc.
Finch & McCullough
Globe-Wernicke Co.
Green River Boat Co.
Handi-Blott Co.
Hartco Mfg. Co., Inc.
HEDGES MFG. CO.
Imperial Methods Co.
Jaybee Tray Co., Inc.
Majestic Stationery Co.
Merchants Box Co.
Nucraft Furniture Co.
Premier Supply Corp.
QUIGLEY FURNITURE CO.
Rishel, J. K., Furniture Co.
ROCKWELL-BARNES CO.
STANDARD FURNITURE CO.
Star Office Accessories Co.
STEMPEL MFG. CO.
Stow & Davis Furniture Co.
WEIS MFG. CO.

Trays (Posting)

Automatic File & Index Co.
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
Hadley, Charles R., Co.
Intasco Corp.
Konko Sales Co.
Le Febure Corp.
Master-Craft Corp.
National Blank Book Co.
POSTING EQUIPMENT CORP.
Remington Rand Inc.
Shaw-Walker Co.
Sheppard, C. E., Co.
Visirecord, Inc.
WEBER BROS. METAL WORKS
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Trays (Sorting)

Angle Steel, Inc.
ART STEEL SALES CORP.
Cronstroms Mfg. Co.
Currier Mfg. Co.
DOLIN METAL PRODUCTS, INC.
FRANKLIN METAL PRODUCTS CO.
Goodfrend Metal Products Co.
Geller, J. R.
HASKELL, INC.
HEDGES MFG. CO.
Imperial Methods Co.
LIT-NING PRODUCTS CO.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Trays (Stationery, Desk)

(See Racks, Stationery)

Triangles, T-Squares

Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
C-Thru Ruler Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
ENGINEERING MFG. CO.
Fairgate Co.
Favor, Ruhl & Co., Inc.
I.D.L. MFG. & SALES CORP.
Keuffel & Esser Co.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Federick, Co.
Turner Devices, Inc.
Weber, F., Co., Inc.
Weil, J. H., & Co.

a bold face listing indicates an advertiser

NEW LOW COST "EXPANDO" POSTING TRAY

- Expandable to 9½".
- Easiest to sell, light weight.
- Holds 1900 sheets, 25 guides.
- Big time saver.
- Durable, non-corrosive.

Weber "Expando" Posting Tray eliminates search time and speeds posting. No bookkeeping machine installation is complete without this time-saving aid.

Get Dealer Discounts!

Handles variety of card sizes. 2-Position side arm for offsetting. Even pressure keeps records at best posting angle, in perfect shape.

Weighs only 4½ lbs. Special base keeps records from sliding. End plates 9" high. Dust-proof hood locks to tray. Sturdy stand to match.

Send for Literature!

Weber Brothers METAL WORKS

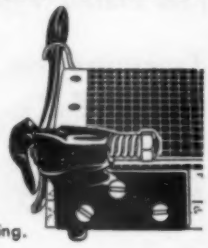
108 N. Jefferson St., Chicago 6, Ill.

IN DEMAND . . . MILTON BRADLEY MULTI-PURPOSE PAPER CUTTERS!

Each day more customers are demanding the Milton Bradley cutter. They know that the Milton Bradley line offers the latest in convenience and design — plus an enviable reputation for quality for almost a century.

So take a tip from other smart merchants. Stock the Milton Bradley line of cutters. You'll find them easier to sell — and more profitable.

Note These Exclusive Features:



Tension Spring specially tempered for extra strength and durability assuring sharp and accurate cutting. **Sturdy Construction** of solid hardwood table and precision metal parts. **Rubber Cushions** on base to prevent sliding or scratching.

Precision Ruled Table with accurate easy-to-see white lines indented below the green board surface to last the life of the cutter assures perfect right-angle cutting. **Adjustable Guide** for accuracy in volume cutting (optional). **Fine ground blades** of highest grade steel can be detached from handle when sharpening is necessary.

MB MILTON BRADLEY

A SIZE FOR EVERY NEED

Milton Bradley Cutters are available in seven sizes from 8" to 30" blade — $5.50 to $55.00 retail. If you do not already stock Milton Bradley Cutters, get in touch with your distributor today — or write direct to us.

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SPRINGFIELD 2, MASS.

Trimming Boards

American Photo Laboratories
Arel, Inc.
BRADLEY, MILTON, CO.
Bruning, Charles, Co., Inc.
Burke & James, Inc.
CEL-U-DEX CORP. (INDEX STRIPS)
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Chandler & Price Co.
Compass Instrument & Optical Co.
Dex Trimmer
Eastman Kodak Co.
Gestetner Duplicator Corp.
Hobbs Mfg. Co.
Ideal School Supply Co.
PHOTO MATERIALS CO.
Post, Frederick, Co.
Speidel, Charles W., & Co., (Electric)

Trophy Cases

(See Cases, Trophy)

Truck Record Forms

(See Forms, Truck Record)

Trucks (Hand)

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Colson Corp.
Dependable Mfg. Co.
Hamilton Caster & Mfg. Co.
Howe Scale Co.
Nutting Truck & Caster Co.
Reardon Products
Tucker-Dorsey Mfg. Corp.

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Big Joe Mfg. Co.
Barrett-Cravens Co.
Hamilton Caster & Mfg. Co.
Howe Scale Co.

Trucks (Office, Stock, Vault)

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Angle Steel, Inc.
Arnot and Co., Inc.
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Colson Corp.
Continental Fixtures Co.
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Equipto Division
Folding Carrier Co.
Frantz Industries
Hamilton Caster & Mfg. Co.
Herring-Hall-Marvin Safe Co.
Howe Scale Co.
Laughlin Mfg. Co.
Le Febure Corp.
Lyon Metal Products, Inc.
Monarch Metal Products, Inc.
Nutting Truck & Caster Co.
Reardon Products
Steel Furniture Mfg. Co.
Toledo Metal Furniture Co.
Tucker-Dorsey Mfg. Corp.

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(See Triangles, T-Squares)

Turntables (Display)

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Hecht Fixture Co.
Kelley-Mennes Mfg. Co.
Ken-Ro-Bil Corp.
Sherman-Reynolds, Inc. (Custom)
Shipman-Ward Mfg. Co.
Speedway Mfg. Co.
Waterbury Companies, Inc.

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Ames Supply Co.
Kelley-Mennes Mfg. Co.
MASTER MFG. CO.
Sherman-Reynolds, Inc. (Custom)
Shipman-Ward Mfg. Co.

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Columbian Rope Co.
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PREMIER

Blue Ribbon Performer in the Paper Cutter Field

For the Best Cutting Edge . . . Buy PREMIER CUTTERS because—

- Permanent lock on guide
- All sizes of boards equipped with removable blades
- All blades of hardened steel
- Precision ground blades
- Perfect cutting edge
- Rock maple wood base will not warp
- All ½ lines on face of board are accurately scored
- Cutting handle secured with safety spring—will not fall
- Boards equipped with rubber bumpers to prevent scratching or slipping 15"-18"-24"-30" only
- All boards have top and bottom rulers to efficiently set adjustable guides
- Available in 7 sizes ranging from 8" to 30"
- Prices ranging from $5.00 to $50.00 List

Write—for further information and prices.

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Odman Corp.
Package Ad & Sealer Co.
Rauschenberger, John, Co.
Tubbs Cordage Co.

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Cowan Mfg. Co.
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Felins Tying Machine Co.
National Bundle Tyer Co.

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(See Rubber Type)

Type (Stamping)

(See Embossing and Stamping Machines)

Type (Steel, Typewriter)

(See Steel Type, Typewriter)

Type Cleaners (Air Blast)

Ideal Industries, Inc.

Type Cleaners (Liquid)

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American Writing Ink Co., Inc.
Ames Supply Co.
Autocopy, Inc.
Burns Mfg. Co.
Cardinell Corp.
Carter's Ink Co.
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PINK PLASTIC PUTTY

that pulls the dirt out of typewriter type rather than washing it into the machine

Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape.

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

Dealers—write for sample and cost

BUD TYPE CLEANER
100 WEST 25th STREET
BALTIMORE 18, MARYLAND

Type Cleaners (Liquid)

(Continued from page 227)

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Dr. Scat Chemical Co.
Federal Mining & Mfg. Co.
Frankel Carbon & Ribbon Co.
Frye Mfg. Co.
Gies, Walter G., Co.
Hart Mfg. Co.
Lee Hardware Co.
Martens Type Cleaner Co.
Miller, C. H., Co.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Mongol Chemical Co.
MULTISTAMP CO., INC.
Niagara Duplicator Co.
Pengad Mfg. Co.
Regal Typewriter Co., Inc.
Reliance Pencil Corp.
Rivet-O Mfg. Co.
Royal Typewriter Co., Inc.
Sanford Ink Co.
Schwartz Chemical Co.
Shipman-Ward Mfg. Co.
Starkey Chemical Process Co.
Stationers Guild of America
Tested Products Co.
Tru-Rite, Inc.
UNDERWOOD CORP.
U. S. TYPEWRITER RIBBON MFG. CO.
WEBSTER, F. S., CO.
Winston, W. R.
Write, Inc.

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BUD TYPE CLEANER, INC.
Faber, Eberhard, Pencil Co.
HEYER CORP.
Norta Distributing Co.
Shipman-Ward Mfg. Co.

Type Cleaning Devices

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Safeguard Corp.
Shipman-Ward Mfg. Co.
Sparkle-Type (Adhesive Surfaced Paper)

Typewriter Attachments (Billing)

American Business Systems
Autographic Register Co.
Dupli-Typer Co.
Egry Register Co.
Hamilton Autographic Register Co.
Moore Business Forms, Inc.
Miami Systems Corp.
Standard Register Co.
Uarco, Inc.

Typewriter Backing Sheets

Allied Carbon & Ribbon Mfg. Corp.
American Stencil Mfg. Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Frankel Ribbon & Carbon Co.
LITTLE, A. P., INC.
Mittag & Volger, Inc.
Neidich Process Co.
Old Town Corp.
Phillips Ribbon & Carbon Co., Inc.
Royal Typewriter Co., Inc.
Smith, L. C., & Corona Typewriters, Inc.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Tru-Rite, Inc.

Typewriter Bases, Fasteners

Ames Supply Co.
Business Machine Products, Inc.
Konko Sales Co.
Regal Typewriter Co., Inc.
Ritchie, W. H., Co.
Safeguard Corp.
Speed Key Corp.
Typewriter Equipment Co., Inc.
Wick & Rouillot

Typewriter Brushes

(See Brushes, Typewriter)

Typewriter Cabinets (Silencing)

(See Cabinets, Office Machine, Silencing)

Typewriter Cases

(See Cases, Typewriter)

Typewriter Cleaning Bath

(See Cleaning Bath, Typewriter)

Typewriter Cleaning Machines

Ames Supply Co.
Graymills Corp.
Industrial Filter & Pump Mfg. Co.
Magnus Chemical Co.
Park Chemical Co.
Shipman-Ward Mfg. Co.
Supreme Mfg. Co.
Typewriter Equipment Co., Inc.

Typewriter Coin Rental Devices

(See Coin Rental Devices, Typewriter)

Typewriter Covers

(See Covers, Office Machine)

Typewriter Desk Mechanisms

LUNDSTROM LABORATORIES, INC.
McMahan Bros. Desk Co.
National Lock Co.
St. Louis Hardware Mfg. Co.
Seng Co.

Typewriter Desk Shelf Supports

Gonco Mfg Co.

Typewriter Desks

(See Desks, Typewriter)

Typewriter Erasers

(See Erasers, Typewriter)

Typewriter Feet

Ames Supply Co.
Goodrich, B. F., Co.
Jardin Associates, Inc.
Nielson Supply Co.
Peerless-Imperial Co., Inc.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.

Typewriter Key Tops (Plastic)

Ames Supply Co.
Gits Molding Corp.
Pearl Engraving Corp.
Shipman-Ward Mfg. Co.
Speed Key Corp.
Superior Plastics, Inc.

Typewriter Key Tops (Rubber)

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Munson Supply Co.
Peerless-Imperial Co., Inc.
Royal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Smith, L. C., & Corona Typewriters, Inc
SPEED PRODUCTS CO., INC.
Typewriter Equipment Co., Inc.
UNDERWOOD CORP.

Typewriter Lamps

(See Lamps, Office Machine)

Typewriter Margin Justifiers

Marginator Co.

Typewriter Oil
(See Oils and Lubricants)

Typewriter Pads
(See Pads, Typewriter)

Typewriter Paper
(See Paper, Typewriter)

Typewriter Parts
Ames Supply Co.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.
Wholesale Typewriter Co.

Typewriter Platen Twirlers
Ames Supply Co.
Peerless-Imperial Co., Inc.
Shipman-Ward Mfg. Co.
Speed Key Corp.

Typewriter Platens
Ames Supply Co.
Lumirol Corp. (Illuminated Lucite)
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.
Wholesale Typewriter Co.

Typewriter Repair Kits
(See Repair Kits and Tools, Typewriter)

Typewriter Ribbons
(See Ribbons, Office Machine)

Typewriter Shock Absorbers
(See Pads, Typewriter)

Typewriter Stands
(See Stands, Typewriter)

Typewriter Tables
(See Tables, Typewriter)

Typewriters (Automatic, Electric)
American Automatic Typewriter Co.
Commercial Controls Corp.
Robotyper Corp.

Typewriters (Justifying)
Coxhead, Ralph C., Corp.
Commercial Controls Corp.
International Business Machines Corp.
UNDERWOOD CORP.

Typewriters (Portable)
Paillard Products, Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith, L. C., & Corona Typewriters, Inc.
UNDERWOOD CORP.
VICTOR SAFE & EQUIPMENT CO., INC.

Typewriters (Rebuilt)
International Office Appliances, Inc.
International Typewriter Exchange
Liberty Typewriters
Regal Typewriter Co., Inc.
Reliable Typewriter & Adding Machine Co.
Remington Rand Inc.
Shipman-Ward Mfg. Co.
Wholesale Typewriter Co.

Typewriters (Standard)
Allen, R. C., Business Machines, Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith, L. C., & Corona Typewriters, Inc.
UNDERWOOD CORP.

Typewriters (Standard, Electric)
International Business Machines Corp.
Remington Rand Inc.
Royal Typewriter Co., Inc.
UNDERWOOD CORP.

Typewriters (Telegraphic)
Commercial Controls Corp.
Teletype Corp.

Umbrella Stands and Racks
(See Stands, Umbrella)

Upholstered Furniture
(See Furniture, Full Upholstered, Wood Frame)

Upholstery Material (Artificial Leather)
Athol Mfg. Co.
Auburn Mfg. Co.
Bolta Products Sales, Inc.
Comprehensive Fabrics, Inc.
Du Pont, E. I., de Nemours & Co.
Masland Duraleather Co.
Reliable Textile Co.
Textileather Corp.
U. S. Rubber Co.

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American Leather Mfg. Co.
Astabula Hide & Leather Co.
Auburn Mfg. Co.
Blanchard Bros. & Lane
Eagle-Ottawa Leather Co.
Garden State Tanning, Inc.
Good Bros. Leather Co.
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Upholstery Material (Plastic)
(See Upholstery Material, Artificial Leather)

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(See Cabinets, Storage)

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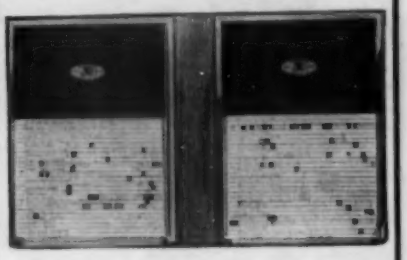
The "Build-Up" VISIBLE RECORD EQUIPMENT
"Expands as the Record Grows"

Can be added to section by section as needed. All the features of VICTOR VISIBLE at low initial cost.

All Victor Visible Equipment Units Feature the Famous "Easy Shift" Pockets and 1/4" Protected Visible Margins.



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"The Book of 1000 Uses" Pyroxylin bound books with "EASY SHIFT" pockets. Fits into regular desk or file drawer.

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Easily referred to frames for tube or card records—Revolves at a touch. Each record protected from soil and wear by transparent celluloid. Other handy reference equipment — desk stands, wall brackets, telephone switchboard brackets — available for every need.

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There is a time-saving type of Acme Visible Record equipment to fit every record requirement
ACME VISIBLE RECORDS, INC.
General Offices: CROZET, VIRGINIA
. . . with SIX distinct types of ACME VISIBLE SYSTEMS EQUIPMENT you can satisfy every record requirement of your customers, help them to save time and effort and give them better control over all of their major activities.
The Acme Package Line will mean more retail store sales and at the same time bring added prospects for Systems Equipment.
Dealer Inquiries are Invited
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There are over 55,000 different Visible Record forms in the Acme Systems Library

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Berns Mfg. Corp.
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Emerson Electric Mfg. Co.
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Ideal Ventilator Co.
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Kisco Co., Inc.
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Meier Electric & Machine Co.
Modern Utilities Co.
Robbins & Myers, Inc.
Safeguard Corp.
Smith System Heating Co.
U. S. Air Conditioning Corp.
Victor Electric **Products, Inc.**
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(See Cabinets, Binder, Visible Record)

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Demco Library Supplies
Globe-Wernicke Co.
Postindex Co., Div.
Ross-Gould Co.
Sheppard, C. E., Co.
VICTOR SAFE & EUIPMENT CO., INC.

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Globe-Wernicke Co.
Nilsson Sales Co.
Postindex Co., Div.
VICTOR SAFE & EQUIPMENT CO., INC.

Visible Record Equipment (Rebuilt)

Commercial Card System Co.

Visible Record Equipment (Tray and Cabinet)

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ART STEEL SALES CORP.
Globe-Wernicke Co.
Postindex Co., Div.
Remington Rand Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Wassell Organization, Inc.
Yawman and Erbe Mfg. Co.

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Diebold, Inc.
Hadley, Charles R., Co.
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Because of their sturdy construction and the fire protection which they insure, Offices, Schools, Institutions and Hotels demand

DAN DEE STEEL BASKETS

Are you getting your share of this business?

For Industrial & School Room use

Cushion Corner Square for the Executive Office

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DAN DEE

products may be found in every country of the globe. . . . why not cash in on this popularity?

Write us for illustrated folder and prices.

ERIE ART METAL COMPANY, INC.,

18th & School Ave. **Erie, Penna.**

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(See Forms, Visible Record)

Visible Records (Binder)

(See Binders, Visible)

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Casto & Harris, Inc.
Douglas Mfg. Corp.
Interior Steel Equipment Co.

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(See Calculating Devices, Wage and Time)

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Artmor Plastics Corp.
Congoleum-Nairn, Inc.
Wood-Mosaic Co.

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Blank, Arthur, & Co., Inc.
Cook's, Inc.
Forbes Products Corp.
Guedon Co.
Kingsbacher-Murphy Co.
Library Service Div., Bro-Dart Industries
Markilo
MEIER, JOSHUA, CO.
Plastic Service Co.
Vita Specialties Co., Inc.

Wallets and Billfolds (Imitation Leather)

Art Plastics Co.
Buchsbaum, S., & Co.
Landa Leather Products Co.
Shank Leather Goods Co.
Winston Mfg. Co.

Wallets and Billfolds (Leather)

Ameron Wallet & Leather Novelty Co.
All American Leather Goods Co.
Amity Leather Products Co.
Autopoint Co.
Bosca, Hugo, Co., Inc.
Buxton, Inc.
Chicago Saddlery Co.
Columbia Walescraft, Ltd.
DOPPELT, CHARLES, & CO., INC.
Enger-Kress Co.
Forbes Products Corp.
Knickerbocker Leather & Novelty Co., Inc.
Landa Leather Products Co.
Robinson Reminders
Rumpp, C. F., & Sons
Standard Leather Products, Inc.
Shank Leather Goods Co.
Winfield Mfg. Co.
Winston Mfg. Co.

Wallets (Messenger, Bank)

ABBOTT COIN COUNTER CO.
DOPPELT, CHARLES, & CO., INC.
Galewski, A., & Sons, Inc.
Landa Leather Products Co.
Whitehouse Products, Inc.

Wallets (Red Rope)

AMBERG FILE & INDEX CO.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Barkin Expanding Envelope Co., Inc.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Diemer, John F., Co.
Exline, William, Inc.
Globe-Wernicke Co.
Hyman, L. & Sons
Josephson Mfg. Corp.
Keystone Envelope Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
OXFORD FILING SUPPLY CO.

Presenting the New
Franklin "400"
WASTEPAPER BASKET

U. S. PATENT PENDING

Meets U. S. Gov't. Specifications SIZE: 12"x12"x15¼". Made of 26 gauge prime cold rolled steel.

Tailored design to blend with all furniture. Resists damage, will last longer than ordinary square baskets. Bottom of basket is 2" off floor, means greater fire safety. Feet are part of panels for greater strength. Baked enamel finishes in choice of Office Grey, Green, Walnut and White.

Write today for Complete Details on FRANKLIN'S Entire line of WASHROOM and OFFICE ACCESSORIES.

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Wallets (Valuable Document)

American Binder Co.
Art Plastics Co.
Charm Products Mfg. Corp.
COOKE & COBB CO.
DOPPELT, CHARLES, & CO., INC.
Forbes Products Corp.
Josephson Mfg. Corp.
Landa Leather Products Co.
Lexington Leather Goods Co.
Plastic Service Co.
Redi-Record Products Co.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg. Co.

Wardrobe Cabinets

(See Cabinets, Wardrobe)

Wardrobe Racks

(See Racks, Hat and Coat)

Wardrobe-Storage Cabinets (Combination)

(See Cabinets, Storage-Wardrobe Combination)

Waste Baskets (Fibre)

Cleveland Container Co.
Fibre Forming Corp.
NATIONAL VULCANIZED FIBRE CO.
Plycraft Corp.
Spaulding Fibre Co., Inc.
Stationers Guild of America

Waste Baskets (Leather Covered)

American Binder Co.
BANOV-BERNSLEY & CO.
Carlton-Surrey, Inc.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
POLAR MFG. CO.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.

Waste Baskets (Plastic)

Almac Plastics, Inc.

Waste Baskets (Reed, Willow)

Artistic Reed & Willow Mfg. Co.
Baille Basket Co.
Burlington Willow Ware Shop

Waste Baskets (Simulated Leather Covered)

SAINBERG & CO., INC.
Smith, S. K., Co.
Star Office Accessories Co.

Waste Baskets (Steel)

Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
Dash Metal Products Co.
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
HASKELL, INC.
Home-O-Nize Co.
Hunting-Roberts Co.
INVINCIBLE METAL FURNITURE CO.
Lawson, F. H., Co.
Maso Steel Products
Metal Office Furniture Co.
Nationwide Office Supply Co.
NU-CRAFT PRODUCTS CO.
Ohio Can & Crown Co.
ORNA METAL PRODUCTS CO.
Park Products Co.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Fixture Mfg. Co.
STEEL PARTS MFG. CO.
Steelware Mfg. Corp.
VANPE, INC.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Waste Baskets (Wire)

FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Massillon Wire Basket Co.
Meyers, Fred L., Mfg. Co.
Peerless Wire Goods Co.
Washburn Co.
Worcester Wire Novelty Co., Inc.

Waste Baskets (Wood)

Artistic Desk Pad & Novelty Co.
Carlton-Surrey, Inc.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Hartco Mfg. Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Jaybee Tray Co., Inc.
Leopold Co.
Merchants Box Co.
Myrtle Desk Co.
Nucraft Furniture Co.
Rishel, J. K., Furniture Co.
Sloane, W. & J.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Wilhite Mfg. Co., Inc.

for increased sales—
greater profits
join the 1,400 dealers
who sell

VUL-COT

TRADE-MARK

BASKETS

A size and shape for every purpose

NEW RECTANGULAR
A Vul-Cot of large capacity, yet takes up small space. Nestles against desk or wall. One size, No. 5A.

Over 1,400 dealers find it profitable to sell Vul-Cots . . . and it's readily understandable when you know their many exceptional and desirable features:

- √ made of hard vulcanized fibre
- √ last longer, practically indestructible
- √ new bonded seam construction, improves looks and strength
- √ colors do not chip off, rims do not break
- √ will not splinter, dent, rust or corrode
- √ lightweight, easy to handle and clean
- √ guaranteed for five years

SQUARE TAPER
A distinctive style, popular with executives and ideal for reception or board rooms. One size, No. 5.

ROUND TAPER
Most popular of all Vul-Cots for general office and schoolroom use. Takes up small space, is neat and attractive. Two sizes, Nos. 2 and 3.

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Wilmington Delaware

FOR SALE BY STATIONERS EVERYWHERE

Waste Cans, Receptacles
(See Cans, Waste Paper, Self-Closing)

Watches (Stop, Time Study)
Compass Instrument & Optical Co.
Galef, J. L., & Son, Inc.
Kathman Associates
Meylan Stopwatch Corp.

Water Color Sets (School)
American Crayon Co.
Binney & Smith Co.
BRADLEY, MILTON, CO.
Craftint Mfg. Co.
Faber, Eberhard, Pencil Co.
Nobema Products Corp.
Palmer Show Card Paint Co., Inc.
Sanford Ink Co.
Swan Pencil Co., Inc.
Weber, F., Co.

Water Colors
(See Artists' Supplies)

Water Coolers (Electric)
Cordley & Hayes
Ebco Mfg. Co.
Frigidaire Div., General Motors Corp.
General Electric Co.
Hires, Charles E., Co., Inc.
Norge Div., Borg-Warner Corp.
Sunroc Co.
Temprite Products Corp.
Uniflow Mfg. Co.
Westinghouse Electric & Mfg. Co.

Wax (Sealing)
(See Sealing Wax)

Wax Seals
(See Seals, Wax, Hand Stamp)

Wheels (Printing)
(See Printing Wheels)

Wholesale Stationers
Adams, Cushings & Foster, Inc.
ASSOCIATED STATIONERS SUPPLY CO.
Atlas Stationery Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Carpenter Paper Co.
Jaclin Stationery Co.
Majestic Stationery Co.
McClurg, A. C., & Co.
Pearson, G. S. Co.
Prior Stationery Corp.
Thorp & Martin Co.
Universal Manufacturing Stationers, Inc.
Weeks, Frank A., Mfg. Co.
Zellerbach Paper Co.

Will Return Signs (Clock Type)
Acromark Co.
Colonial Co.
COOKE & COBB CO.
Emeloid Co.
Krengel Mfg. Co., Inc.
Parisian Novelty Co.
Plastic Fabricators Co.
Prudon Specialty Mfg. Co.

Window Hooks
(See Clips, Display)

Window Ventilators
(See Ventilators, Window, Attic)

Wire Recorders
(See Dictating Machines, Wire)

Withholding Tax Calculators
(See Calculating Devices, Withholding Tax)

Withholding Tax Forms (W-2)
(See Forms, Withholding Tax)

Work Distributors (Desk, Upright)
All Purpose Metal Equipment Corp.
ART STEEL SALES CORP.
Artistic Desk Pad & Novelty Co.
Boomerang Chair Pad Co.
Bristow, Stanley R.
Cronstroms Mfg. Co.
Currier Mfg. Co.
Kohlhaas Co.
LIT-NING PRODUCTS CO.
Mayer Mfg. Corp.
POLAR MFG. CO.
Regina Metal Products Corp.
Replogle Globes, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
STEEL PARTS MFG. CO.

Work Organizers (Book Type)
American Binder Co.
Apex Mfg. Co.
Charm Products Mfg. Corp.
COOKE & COBB CO.
CHICAGO DESK PAD CO., INC.
Fox, George E., & Co.
Globe-Wernicke Co.
Horn, W. C., Bro. & Co.
POLAR MFG. CO.
QUALITY PARK ENVELOPE CO.
SAINBERG & CO., INC.
WILSON JONES CO.

Work Organizers (End Opening)
American Binder Co.
Artistic Desk Pad & Novelty Co.
BANOV-BERNSLEY & CO.
CHICAGO DESK PAD CO., INC.
COOKE & COBB CO.
Fox, George E., & Co., Inc.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
POLAR MFG. CO.
Redi-Record Products Co.
Reliable Stationers Specialty Co.
SAINBERG & CO., INC.
Smith, S. K., Co.
Sortergraf Co.
Star Office Accessories Co.
WILSON JONES CO.
Work-Organizer Specialties Co.

Wrapping Paper
(See Paper, Wrapping, Kraft)

Yardsticks
American "falcon" Mfg. Corp.
C-Thru Ruler Co.
Fairgate Co.
Sanders Mfg. Co.
Seneca Novelty Co., Inc.
Westcott Rule Co., Inc.

Zipper Ring Binders
(See Binders, Zipper Ring)

Do you keep it a *secret?*

- **Does this copy of the Buyers Index Issue stay hidden in your desk?**
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The INDEX can be of greatest value to your business only when all key employees make use of it. Be sure that it is kept in a convenient spot. Encourage others to refer to it. Information that for some reason is not listed can be obtained without charge from our Service Bureau.

***Remember*—the INDEX is your key to product sources**

◄ SEE PAGES 5 TO 23 FOR ADDRESSES OF MANUFACTURERS ►

Index of Trade Names and Trade Marks

The following extensive list of trade names and trade marks has been compiled to aid the user of the OFFICE APPLIANCES Buyers Index Issue in determining the manufacturer of a product when only the trade name is known. It is believed to be as nearly complete and comprehensive as careful compilation, plus manufacturer co-operation, can make it. Complete addresses of manufacturers of these products are listed in the alphabetical section, beginning on page 5.

A

A-44 Staplers and Staples, Arrow Fastener Co., Inc.
A-B Filing Systems, Veet Industries.
A.B.C. Pencils, Blaisdell Pencil Co.
ABC Payroll Systems, The Todd Co., Inc.
A.B.E. Perforators and Check Cancellors, American Bank Equipment Co.
ABS Snapout Form Feeders, American Business Systems.
A-1 IMPERIAL Block Pads, American Pad & Paper Co.
A. & M. BRAND Ribbons and Carbons, Allen & Co.
A-O Movable Desk Chairs, National School Equipment Co.
AP Paper Punch, Master Products Mfg. Co.
A.P. DE LUXE Desk Sets, Art Plastics Co.
APG Coin Envelopes, American Paper Goods Co.
A-S-E Office and Factory Equipment, All-Steel Equipment Inc.
ASF Vertical Blueprint Files, Atlas Stencil Files Co.
A & W Ribbons, Carbons and Inks, The Ault & Wiborg Co.
A-W Pencils, A.W. Faber-Castell Pencil Co.
A LINE A DAY Diaries, Samuel Ward Mfg. Co.
A PAGE A DAY Diaries, Samuel Ward Mfg. Co.
ABBOTT Coin Counting Machines and Bank Supplies, Abbott Coin Counter Co.
ACADEMIC Pedestal School Desks, E. W. A. Rowles Co.
ACADEMIC Pencils, Eagle Pencil Co.
ACADEMY Note Book Covers, National Blank Book Co.
ACCESSO Steel Desk Trays, Yawman and Erbe Mfg. Co.
ACCESSO Wire Desk Tray, Worcester Wire Novelty Co., Inc.
ACCESSO Wood Desk Trays, Globe-Wernicke Co.
ACCO Punches, Clips, Fasteners, Acco Products, Inc.
ACCOBIND Folders, Acco Products, Inc.
ACCOFLEX Binders, Acco Products, Inc.
ACCOPRESS Binders, Acco Products, Inc.
ACCOSTOR Storage Binders, Acco Products, Inc.
ACCOUNTANT Loose Leaf Binders, Fred Proctor Co.
ACCOUNTANT SPECIAL Carbon Paper, Columbia Ribbon & Carbon Mfg. Co.
ACCOUNTANTS' Transfer Binders, Philip Hano Co.
ACCOWAY Blueprint Filing Equipment, Acco Products, Inc.
ACCURATE Adding Machine Rolls, Central Paper Co.
ACE Binders and Catalog Covers, Ace Loose Leaf Bindery Co.
ACE Carbon Papers, U. S. Typewriter Ribbon Mfg. Co.
ACE Copyholders, Lit-Ning Products Co.
ACE Letter Files, Acme Letter File Corp.
ACE Perpetual Calendars, Finch & McCullough.
ACE Scissors, Acme Shear Co.
ACE Staplers and Staple Removers, Ace Fastener Corp.
ACE CADET Staplers and Staples, Ace Fastener Corp.
ACE CLIPPER Staplers, Ace Fastener Corp.
ACE GLIDER Staplers, Ace Fastener Corp.
ACE OF SPADES Stencil and Marking Ink, Garvey Fountain Brush & Ink Co.
ACE STANDARD Staplers, Ace Fastener Corp.
ACE PILOT Staplers, Ace Fastener Corp.
ACE SCOUT Staplers, Ace Fastener Corp.
ACE TACKER Tackers, Ace Fastener Corp.
ACELINER Staplers and Staples, Ace Fastener Corp.
ACHILLES Stamp Racks, R. A. Stewart & Co.
ACME Bulletin & Directory Boards, Acme Bulletin & Directory Board Corp.
ACME Business Forms, Acme Visible Records, Inc.
ACME Casters, Schatz Mfg. Co.
ACME Duplicators, Levison & Blythe Mfg. Co.
ACME Letter Files, Acme Letter File Corp.
ACME Lumber Crayons, American Crayon Co.
ACME Paper Fasteners, Punches, Acme Fastener Co.
ACME Pencil Sharpeners, Richard Best Pencil Co.
ACME Pencils, Koh-I-Noor Pencil Co., Inc.
ACME Plastic Name Plates, Acme Products Co.
ACME School Desks, E. W. A. Rowles Co.
ACME Scissors and Shears, Acme Shear Co.
ACME Seal Presses, Art Novelty Mfg. Co.
ACME Sectional Post Binders, Wilson Jones Co.
ACME Standard and Automatic Time Stamps, Roberts Numbering Machine Co.
ACME Steel Filing Cabinets, E. W. A. Rowles Co.
ACME Visible Card Systems, Acme Visible Records, Inc.
ACMELOID Liquid Coating, Acme Visible Records, Inc.
ACORN Box Files and Notebook Fillers, A. C. McClurg & Co.
ACORN Loose Leaf Note Books, Elbe File & Binder Co., Inc.
ACORN Sheet Holders, Harry C. Sherick.
ACORN Thumb Tacks, Oakville Co.
ACOUSTOR Noise-Reducing Cabinets, The Acoustor Co.
ACRO Marking Inks, Acromark Co.
ACROCAST Name Plates, Acromark Co.
ACROCEL Porcelain Enameled Signs, Acromark Co.
ACROHEX Branders, Acromark Co.
ACROMARK Marking Devices, Acromark Co.
ACROMARKER Stamping Machines, Acromark Co.
ACROPRINTER Printing Machines, Acromark Co.
ACROSTAMP Steel Stamps and Dies, Acromark Co.
ACTION Papers, Crocker-McElwain Co.
ACTION BOND Typewriter Paper, American Pad & Paper Co.
ACTIVE Copyholders, Stellar Tool & Mfg. Co., Inc.
ACTO Paper Clips, Acco Products, Inc.
ADAMS Desk Memo, Seymour Products Co.
ADAMS Ring Binders and Rings, Henry T. Adams Mfg. Co.
ADAMS Stamps and Signs, S. G. Adams Co.
ADCO Chain Binders, Wilson Jones Co.
ADCO Rubber Cement, Adhesive Products Corp.
ADD-A-FILE Filing Cabinets, Western Mfg. Co.
ADD-A-LEAF Sales Binders and Sheets, Cooks' Inc.
ADD-A-LINE Visible Listing System, Victor Safe & Equipment Co., Inc.
ADD-A-TRAY Steel Desk Trays, Maso Steel Products.
ADD-A-UNIT Partitions, Add-A-Unit Partition Co.
ADDEX Filing Cards and Indexes, Automatic File & Index Co.
ADDEX Photograph Albums, Plastic Service Co.
ADDIES Adding Machine Rolls, Cellulose & Paper Converting Co.
ADDISON Desk Accessories, International Cash Register Parts Co.
ADDISON Typewriter Ribbons, Peerless-Imperial Co., Inc.
ADDOMETER Stylus Adding Machines, Reliable Typewriter & Adding Machine Co.
ADDO-X Adding Machines, Addo Machine Co., Inc.
ADDRESS MASTER Master Units, Codo Mfg. Corp.
ADDRESS SAVER Window Envelopes, Tension Envelope Corp.
ADDRESS-KING Spirit Type Addressing Machine, American Photo Laboratories.
ADDRESSOGRAPH Addressing and Accounting Machines, Addressograph-Multigraph Corp.
ADDRESSOLINER Form Aligning Devices, Moore Business Forms, Inc.
ADFLEX Padding Cement, Adhesive Products Corp.
AD-HERE Decalcomanias, Palm Bros. Decalomania Co.
ADHEZO Adhesives, Milton Bradley Co.
ADIRONDACK Folding Chairs and Tables, Adirondack Chair Co.
ADJUSTA Casters and Glides, Adjustable Caster Co.
ADJUSTABLE FLEXI-POST Machine Posting Binder, Stationers Loose Leaf Co.
ADJUSTA-LITE Desk Lamps, Van Dyke Industries.
ADJUST-A-SHELF Book Units, The General Fireproofing Co.
ADJUSTIT Price Card Holders, Rudolf Orthwine Corp.
ADJUSTO Mechanical Pencils, Blaisdell Pencil Co.
ADJUSTO Price Markers, Hampden Mfg. Co.
ADJUSTO Storage Cabinets, Art Steel Sales Corp.
ADJUSTO Tray Binder, Le Febure Corp.
ADJUST-O-FLEX Card Filing Systems, Victor Safe & Equipment Co., Inc.
ADJUSTO-SWING Typewriter Shelves, Adjusto-Swing Office Machine Stands.
ADMINISTRATOR Desk Organizers, Nascon Products Div.
ADMIRAL Duplicator Stencils and Ink, Technygraph Co.
ADMIRAL Pencils, Eagle Pencil Co.
ADMIRAL Staplers, Arrow Fastener Co., Inc.
ADMIRAL UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
ADMIRALTY Papers, L. L. Brown Paper Co.
ADMIRATION Plastic Rulers, Northeastern Plastics, Inc.
ADONIS Copying Ink Pencils, Richard Best Pencil Co., Inc.
A-DRESS-R Addressing Machine, Nettle Office Equipment Co.
ADRUB Rubber Cement, Adhesive Products Corp.
ADVANCE Bond Papers, L. L. Brown Paper Co.
ADVANCE Changeable Letter Bulletin Boards, Advance Directory Co.
ADVANCE Lead Pencils, Joseph Dixon Crucible Co.
ADVANCE Numbering Machines, Consolidated Stamp Mfg. Co.
ADVANCE Papers, L. L. Brown Paper Co.
ADVANCE Steel Desks and Tables, The Globe-Wernicke Co.
ADVANCO Filing Supplies and Salesbooks, Advanco Products.
ADVERTAG Merchandise Tags, Denney Tag Co.
AERIAL Pencils, Joseph Dixon Crucible Co.
AERO Loose Leaf Fillers, American Pad & Paper Co.
AERO Paper Drinking Cups, U. S. Envelope Co.
AERO-ART Costumers and Utility Carts, Frantz Industries.
AERO-BRAND Marking and Office Machine Inks, Specialty Ink Co., Inc.
AEROMATIC Markers and Marker Inks, Specialty Ink Co., Inc.
AERO-TWEED Binders, Master-Craft Corp.
AFICO Steel Furniture, Automatic File & Index Co.
AFRICAN Pencils, American Pencil Co.
AGATE Card Trays, Hedges Mfg. Co.
AGATE Letter Files, Weis Mfg. Co.
AGITOR Typewriter Cleaning Equipment, Graymills Corp.
AICO Indexes, Index Tabbing and Celluloid Specialties, G. J. Aigner Co.
AID Telephone Indexes, Associated Industrial Designers.
AIR-AGE Office Machine Stands, Kol, Inc.
AIR CUSHION Stamp Mounts and Pocket Stamps, R. H. Smith Mfg. Co.
AIR EXPRESS Mailing Envelopes, Quality Park Envelope Co.
AIR FOAM Cushions, Geo. E. Fox & Co.
AIR KING Air Circulators, Berns Mfg. Corp.

AIR TRAVELER Traveling Case, Charles Doppelt & Co.
AIR-CELL Latex Office Cushions, B. F. Goodrich Co.
AIRANLITE Canvas Shades, Arlington Seating Co.
AIR-EASE Chair Cushions, Style-Crafters, Inc.
AIR-FLIGHT Circulating Fans, W. W. Welch Co.
AIR-FLIGHT Onionskin Papers, Hano Paper Co., Inc.
AIR-FLO Casters & Trucks, Hamilton Caster & Mfg. Co.
AIR-FLO Steel Cabinets, Cole Steel Equipment Co., Inc.
AIR-FLOW Chairs and Cushions, Cramer Posture Chair Co., Inc.
AIRFOAM Seat Cushions and Deadening Pads, Goodyear Tire & Rubber Co.
AIRGARD Window Ventilators, Airgard Mfg. Co.
AIRGUIDE Weather Instruments, Fee & Stemwedel, Inc.
AIR-IN Window Ventilators, Safeguard Corp.
AIRLETTER Manifold Paper, American Pad & Paper Co.
AIRLINE Desks and Index Systems, Art Metal Construction Co.
AIRISTO-PAK Luggage and Brief Bags, All American Leather Goods Co.
AIRLINE Cash and Security Boxes, Airline Mfg. Co. of Connecticut.
AIRSPRAY Circulators, Kisco Co., Inc.
AIRTEMP Air Conditioners, Airtemp Div., Chrysler Corp.
AIR-TRED Sponge Rubber Matting, American Mat Corp.
AIRWAY EXPRESS Safety Mailing Envelopes, Quality Park Envelope Co.
AJAX Adding Machine Rolls, Fay Paper Products, Inc.
AJAX Check Certifiers, Time Stamps and Daters, Time, Date & Number, Inc.
AJA-DIP TW Typewriter Washer, Magnus Chemical Co.
AJAX Binders, The Federbush Co., Inc.
AJAX Drawing Papers and Stands, F. Weber Co.
AJUSTRITE Automatic Chairs, Stools, Ajusto Equipment Co.
ALABASTER Pencils, Eagle Pencil Co.
ALADDIN Loose Leaf Ledgers, National Blank Book Co.
ALAMO Safes, Guardsman Safe Co.
ALBA Erasers, Weldon Roberts Rubber Co.
ALBA Rubber Stamp Ink, Superior Marking Equipment Co.
ALBEMARLE Artists' Canvas Boards, Morilla Co., Inc.
ALCAZAR Safes, Guardsman Safe Co.
ALCO Office Filing Equipment, Allen-Hunt Co.
ALCO Ribbons & Carbons, Allen & Co.
ALCORUN Duplicating Paper, Copy Papers Sales & Service Agency, Inc.
ALDEX Aluminum File Guides, Remington Rand Inc.
ALDURO Drawing Instruments, F. Weber Co.
ALERT Erasers, Joseph Dixon Crucible Co.
ALERT Watchmens Clocks, Detex Watchclock Corp.
ALGENE Self-Inking Roller Markers, Wm. A. Force & Co.
ALGONQUIN Typewriter Papers, Hano Paper Co., Inc.
ALIGNO Mechanical Bookbinding, Spiral Binding Co.
A-LINE-A-DAY Diaries, Samuel Ward Mfg. Co.
ALL AMERICAN Carbon Papers, Kee Lox Mfg. Co., Inc.
ALL CLIMATE Stamp Pads, Specialty Ink Co., Inc.
ALL IN ONE Carbon Papers, Kee Lox Mfg. Co., Inc.
ALL-IN-ONE Paper Clasps, Kimmel Products Co.
ALL-MARK Receipting Machines, All-Mark Stamp & Sales Co.
ALL SILK Typewriter Ribbons, Franklin Ribbon & Carbon Co.
ALL WEATHER Inks, Superior Marking Equipment Co.
ALLEN, R. C., Business Machines, R. C. Allen Business Machines, Inc.
ALLEN, R. C.—WOODSTOCK Typewriters, R. C. Allen Business Machines, Inc.
ALLEN-QUIK Twin Erasing Shield, Allen & Co.
ALL-FACTS Bookkeeping Systems, Wilson Jones Co.
ALLIED Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
ALLIED Name Plates, Allied Mercantile Co.
ALLKORE Pencils, Koh-I-Noor Pencil Co., Inc.
ALL-METAL PROMOTIONAL Smokers, Chicago Metallic Mfg. Co.
ALL PURPOSE Mail Tables, All Purpose Metal Equipment Corp.
ALL-PURPOSE Spring Back Binders, Barrett Binderv Co.
ALL-PURPOSE Zipper Cases and Portfolios, Charles Doppelt & Co.
ALL-RITE Ball Point Pens, All-Rite Pen, Inc.
ALLSET Manifolding Forms, Egry Register Co.
ALL-STEEL Coin Boxes and Trays, Mayer Mfg. Corp.
ALLSTEEL Parcel Post Scales, Triner Scale & Mfg. Co.
ALLWEATHER Pencils, Wallace Pencil Co.
ALMA Desks and Tables, Alma Desk Co.
ALPHA Crayons, Weber Costello Co.
ALPHA Pencils, Eagle Pencil Co.
ALPHA Typewriter Oil, Mittag & Volger, Inc.
ALPHA ART Brief Covers, Cooke & Cobb Co.
ALPHACOLOR Tempera and Crayons, Weber Costello Co.
ALPHA-MERICAL Indexing Systems, Wabash Filing Supplies, Inc.
ALPHASITE Blackboard Chalk, Weber Costello Co.
ALPHATONE Art Paper, Weber Costello Co.
ALPINE Plastic Upholstery, Masland Duraleather Co.
ALTENEDER Drawing Instruments, Theo. Alteneder & Sons.
ALTON Buff Drawing Paper, B. K. Elliott Co.
ALTON Ruled Paper, Roaring Spring Blank Book Co.
ALUMAFOLD Folding Tables, P.B.R. Mfg. Co.
ALUMALINE Aluminum Casters, Rice Caster Co.
ALUMA-STEEL Office Chairs, Wells Chair Corp.
ALUMIN-EASE Posture Chairs, Cramer Posture Chair Co.
ALUMINUM Pocket Seals, Meyer & Wenthe, Inc.
AMACO Chalk, Crayons and Colors, American Art Clay Co.
AMARON Waste Baskets, Hunting-Roberts Co.
AMAZART Tube Colors, Binney & Smith Co.
AMBERLOID Drafting Instruments, Turner Devices, Inc.
AMBRITE Colored Crayons, American Crayon Co.
AMCO Numbering Machine Ink and Inked Pads, American Numbering Machine Co.
AMCO LONGHORN Ribbons and Carbons, American Carbon Paper Mfg. Co.
AMERICAN "5 IN 1" Numbering Machines, American Numbering Machine Co.
AMERICAN Addressing Machines, American Addressing Machine Co.
AMERICAN Carbon Papers, U. S. Typewriter Ribbon Mfg. Co.
AMERICAN Check Signers, Cancelers and Endorsers, American Perforator Co.
AMERICAN Crayons, American Crayon Co.
AMERICAN Daters, R. A. Stewart & Co., Inc.
AMERICAN Dictionaries, Laird & Lee, Inc.
AMERICAN Duplicating Supplies, Duplicator Paper Co.
AMERICAN Erasers, Leads and Pencils, American Pencil Co.
AMERICAN Folding Chairs, American Seating Co.
AMERICAN Ribbons and Carbons, H. M. Storms Co.
AMERICAN Stamp Albums, Elbe File & Binder Co.
AMERICAN Staple Pullers, American Machine Works, Inc.
AMERICAN Tablets and Typewriter Papers, American Pad & Paper Co.
AMERICAN Telautograph Rolls, McKenna & Phelps, Inc.
AMERICAN Thumb Tacks, American Tack Co., Inc.
AMERICAN Thumb Tacks, Hampden Mfg. Co., Inc.
AMERICAN Wall Safes, American Wall Safe Mfg. Co., Inc.
AMERICAN ACE Ribbons and Carbons, U. S. Typewriter Ribbon Mfg. Co.
AMERICAN BANKER Steel Pens, Eagle Pencil Co.
AMERICAN BEAUTY LINE Book Covers, American Beauty Cover Co.
AMERICAN EAGLE Drawing Boards and Tables, Keuffel & Esser Co.
AMERICAN EVERPOINTED Mechanical Pencils, American Pencil Co.
AMERICAN EXPRESS Sealing Wax, Thaddeus Davids Ink Co., Inc.
AMERICAN LEADER Erasers, American Pencil Co.
AMERICAN NUMBERETTE Numbering Machines, American Numbering Machine Co.
AMERICAN PRESIDENT Zipper Ring Binders, Winfield Mfg. Co.
AMERICAN PRESS Pencils, Koh-I-Noor Pencil Co., Inc.
AMERICAN PRICERETTE Numbering Machines, American Numbering Machine Co.
AMERICAN SPEED SET Numbering Machines, American Numbering Machine Co.
AMERICAN SUPERFINE Papers, Valley Paper Co.
AMERICAN UNIVERSAL Tables, American Seating Co.
AMERICAN VISIBLE Numbering Machines, American Numbering Machine Co.
AMERICAN ZIP Erasers and Cleaners, American Pencil Co.
AMERICO Stencils, Fawn Brands, Ltd.
AMERON Wallets, Ameron Wallet and Leather Novelty Co.
AMESACK Mailing Bags, Ames Bag Co., Inc.
AMESCO Typewriter Supplies, Ames Supply Co.
AMESTYLE Envelopes and Filing Supplies, Ames Safety Envelope Co.
AMESWAY Typewriter Laundry, Ames Supply Co.
AMFILE Albums and Filing Supplies, Amberg File & Index Co.
AMHALITE Ash Receivers, Pen-Rite Corp.
AMITY Leather Goods, Amity Leather Products Co.
AMPECO Copying Pencils, American Pencil Co.
AMPLICALL Intercommunication Systems, The Rauland Corp.
AMSSCO Book Covers, American School Service Co.
AMTANG Binders and Loose Leaf Supplies, Amberg File & Index Co.
ANADEL Colored Pencils, Joseph Dixon Crucible Co.
ANCHOR Adding Machine Rolls, Anchor Ruling Division.
ANCHOR Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
ANCHOR CLASP Envelopes, Wilson Jones Co.
ANDAL Typewriter Pads, Andrews-Alderfer Co.
ANDREWS Blackboard Erasers, Weber Costello Co.
ANDROCK Wire Letter Trays, The Washburn Co.
AN-DU-SEPTIC Blackboard Crayons, Binney & Smith Co.
ANGLE-HOLD Picture Hooks, Hampden Mfg. Co.
ANGLE-RITE Copyholders, T. C. Stefaniak.
ANGLO Chamois, Schroeder & Tremayne, Inc.
ANGLO-SAXON Pencils, Joseph Dixon Crucible Co.
ANNIHILATOR Ink Eradicator, S. S. Stafford, Inc.
ANPACO DE LUXE Fountain Pens, A. N. Palmer Co
ANTEAK Leatherette Accessories, S. K. Smith Co.
ANTI-DUST Blackboard Crayons, Binney & Smith Co.
ANTIQUE MOORISH Passbooks and Check Covers, The Todd Co., Inc.
ANTI-ROLL Crayons, Binney & Smith Co.
APACHE CHIEF Rubber Erasers, Weldon Roberts Rubber Co.
A-PAGE-A-DAY Diaries, Samuel Ward Mfg. Co.
APECO Photocopying Machines and Spirit Duplicators, American Photocopy Equipment Co.
APEX Carbon Paper, A. P. Little, Inc.
APEX Desk Accessories, Apex Mfg. Co.
APEX Hectograph Carbons and Inks, Hectographia Corp.
APEX Steel Files, Columbia Steel Equipment Co.
APEX Withholding Tax Forms, Apex Business Systems.
APOLLO Desk and Floor Lamps, Keyless Lock Co.
APOLLO Drawing Tables, F. Weber Co.
APOLLO Ledgers, The Federbush Co., Inc.
APPLEGATE Indelible Inks and Marking Machines, Applegate Chemical Co.
APPOINDEX Appointment Calendars, Nascon Products Division.
APPOINTMENT Calendar and Refills, Ever Ready Calendar Mfg. Co.
APPRENTICE Pencils, Wallace Pencil Co.
APRO Box Letter Files, Arrow Paper Products Co.
APPROVED Copying Pencils, J. S. Staedtler, Inc.
APPROVED Onion Skin Paper, Valley Paper Co.
ARISTOCRAT Mechanical Pencils and Ball Pens, Holt Pen Co.
APSCO Pencil Sharpeners, Electric Erasers, and Hook and Bulldog Clips, Automatic Pencil Sharpener Co.
AQUA Pastel Crayons, F. Weber Co.
AQUADEX Moisteners, Zephyr American Corp.
AQUAPRINT Block Print Ink, F. Weber Co.
ARAB Pencils, Blaisdell Pencil Co.
ARABAN Mucilage, The Carter's Ink Co.
ARABEX Mucilage, The Carter's Ink Co.
ARABOL Adhesives, Arabol Mfg. Co.
ARC Compasses, Eberhard Faber Pencil Co.

◄ SEE PAGES 5 TO 23 FOR ADDRESSES OF MANUFACTURERS ►

ARC LIP Floor Mats, B. F. Goodrich Co.
ARCADIAN Paint Sets, Binney & Smith Co.
ARCH Fountain Pens, Arch Pen Co.
ARCHER Contact Labels and Dispensers, Archer Label Co.
ARCO Rubber Bands, Alliance Rubber Co.
ARCO Typewriter Ribbons, American Ribbon & Carbon Co., Inc.
ARCOFOLD Continuous Forms, American Register Co.
ARCOSNAPS Business Forms, American Register Co.
ARCO-TONE Duplicating Inks, American Ribbon & Carbon Co., Inc.
ARD Chrome Furniture, Ard Mfg. Co.
ARDMORE Bookcases, The Globe-Wernicke Co.
ARDOR BOND Offset Paper, Nekoosa-Edwards Paper Co.
ARGO Pads, American Pad & Paper Co.
ARGO BOND Typewriter Paper, Hampshire Paper Co., Inc.
ARGONAUT Pencils, Blaisdell Pencil Co.
ARGUS Paper Fasteners, Argus Mfg. Co.
ARIEL BOND Papers, Champion Paper & Fibre Co.
ARISTOCRAT Address Books and Diaries, The Standard Dairy Co.
ARISTOCRAT Bank and T-Pins, William Prym, Inc.
ARISTOCRAT Desk Lamps, Van Dyke Industries.
ARISTOCRAT Elevator Stands, Maso Steel Products
ARISTOCRAT Gummed Tape Sealers, A. C. Hummel Co.
ARISTOCRAT Lucite Desk Sets, Almac Plastics, Inc.
ARISTOCRAT Perpetual Calendars, Finch & McCullough
ARISTOCRAT Refrigerator Bars, Moss Atlas Corp.
ARISTOCRAT Sectional Post Binders, A. E. Boyce Co.
ARISTOCRAT Steel Files, Remington Rand Inc.
ARISTOCRAT Typewriter Stands, Shipman-Ward Mfg. Co.
ARLINGTON Desk Nameplates, Walter E. Kutch Co.,
ARLINGTON Sectional Bookcases, The Globe-Wernicke Co.
ARMA Paper Clips and Staples, Pittsburgh Cut Wire Co.
ARMOR Blackboards, N. Y. Silicate Book Slate Co.
ARMOR PLATE Steel Pens, Turner & Harrison Pen Mfg. Co., Inc.
ARMORCLAD File Guides, Remington Rand Inc.
ARMOR-ISLE Rubber Runners, American Floor Products Co.
ARMORLITE Floor Coverings, Bird & Son.
ARMOR-TRED Rubber Step Treads, American Floor Products Co.
ARMSTRONG Linoleum, Armstrong Cork Co.
ARNOLD Fountain Pens, R. L. Arnold Pen Co., Inc.
ARPECO Continuous and Carbon Interleaved Forms, Rotary Printing Co.
ARROW Lamps, Arrow Lamp Mfg. Co., Inc.
ARROW Pencil Sharpeners, Automatic Pencil Sharpener Co
ARROW Rulers, Westcott Rule Co., Inc.
ARROW Staplers and Staples, Arrow Fastener Co., Inc.
ARROW Steel Pens, C. Howard Hunt Pen Co.
ARROWHEAD Safety Paper, Gilbert Paper Co.
ARTBROWN Artists' Supplies, Arthur Brown & Bro.
ART Seal Presses, Art Novelty Mfg. Co.
ART METAL Steel Office Furniture, Art Metal Construction Co.
ART MODERNE Desk Pads, Polar Mfg. Co.
ARTCO Desk Accessories and Scrapbooks, Artistic Desk Pad & Novelty Co.
ARTESIAN Bond Paper, Whiting-Plover Paper Co.
ARTEX Pencil Erasers, Weldon Roberts Rubber Co.
ARTEX Rubber Cement, S. S. Artist Materials, Inc.
ARTGUM Erasers, The Rosenthal Co.
ARTILITY Posture Chairs, Artility Metal Products, Inc.
ARTIST Steel Pens, C. Howard Hunt Pen Co.
ARTISTA Colors and Tempera, Binney & Smith Co.
ARTISTA Water Colors, Binney & Smith Co.
ARTI-STAMP Rubber Stamp Set, Fulton Marking Equipment Co.
ARTISTIC Seal Presses, R. A. Stewart & Co., Inc.
ARTISTS' Lead, Joseph Dixon Crucible Co.
ARTMASTER Stencil Painting Brushes, Brushmakers, Inc.
ART-X Rubber Cement, General Cement Mfg. Co.
ARTMOR Plastic Products, Artmor Plastics Corp.
ASCO Office and Industrial Staples, All Type Staple Co.
ASCO Steel Office Equipment, Art Steel Sales Co.
ASH KING Smoking Stands, Art Specialty Co.
ASHAGON Smoking Stands, Smokador Mfg. Co., Inc.
ASH-AWAY Smoking Stands, Chicago Metallic Mfg. Co.
ASPHALTA-SCRUB Tile Cleaner, Huntington Laboratories, Inc.
ASTRA-SONIC Wire and Tape Recorders, Pentron Corp.
ATCO Reading Glasses, Barometers and Thermometers, American Thermo-Ware Co., Inc.
ATEX Photo-Mounting Adhesive, Adhesive Products Corp.
ATLANTIC Autographic Registers and Forms, Atlantic Register Co.
ATLANTIC Blackboard Crayons, Binney & Smith Co.
ATLANTIC Papers, Eastern Corp.
ATLANTIC Drawing Tables, F. Weber Co.
ATLAS Artists' Supplies, Atlas Specialty Mfg. Co.
ATLAS Check Signers, Pannier Corp.
ATLAS Desk Seal Presses, Art Novelty Mfg. Co.
ATLAS Duplicating Inks, Peerless Ink Corp.
ATLAS Expanding Files, Wilson Jones Co.
ATLAS Folding Tables, All-Luminum Products.
ATLAS Rubber Bands, Red Raven Rubber Co.
ATLAS Silk Screen Supplies, Atlas Specialty Mfg. Co.
ATLAS Slide Rules, Gilson Slide Rule Co.
ATLAS Stamp Albums, Elbe File & Binder Co.
ATLAS Steel Office Equipment, Columbia Steel Equipment Co.
ATLAS Stencil Files, Atlas Stencil Files Co.
ATLAS Thumb Tacks and Furniture Glides, Atlas Tack Corp.
ATLASITE Caster Wheels, The Bassick Co.
ATOMLINER Typewriter Stands, Maso Steel Products
AUDIT Adding Machine Rolls and Scratch Pads, Rockwell-Barnes Co.
AUDOGRAPH Dictating Machines, Gray Mfg. Co.
AURORA Lockers and Storage Cabinets, Aurora Steel Products Co.
AURORA BRAND Ribbons and Carbons, Miller-Bryant-Pierce
AURORA Steel Filing Equipment, All-Steel Equipment Inc.
AUTO-ALIGNER Form Aligner, Autographic Register Co.
AUTOCOPY Carbons, Ribbons and Duplicating Supplies, Autocopy, Inc.
AUTO-COPY Multiple Business Forms, The Stylograph Corp.
AUTOCRAT Carbon Papers, The Carter's Ink Co.
AUTODEX Phone Indexes, Zephyr American Corp.
AUTO-FLEX Chain Post Binders, Wilson Jones Co.
AUTO-FLOW Inkwells, Sterling Plastics Co.
AUTO-FOLD Continuous Forms, Autographic Register Co.
AUTOGRAPH Pens and Pencils, American Pencil Co.
AUTOGRAPH Signature Stamps, A. C. Gibson Co., Inc.
AUTOGRAPH TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
AUTOGRAPHIC Registers and Supplies, Autographic Register Co.
AUTOGRAPHS Metal Name Plates, Metalcraft, Inc.
AUTO-JUSTO Cycle-Billing Trays, Le Febure Corp.
AUTOMATIC Cabinets and Desks, Automatic File & Index Co.
AUTOMATIC Coin-Handling Machinery, Automatic Coin-wrapping Machine Corp.
AUTOMATIC Pencil Sharpeners, Automatic Pencil Sharpener Co.
AUTOMATIC Stencil Duplicator, Vari-Color Duplicator Co.
AUTOMATIC Time Computers, Collins & Williams Co., Inc.
AUTOMATIC Window Coin Wrappers, C. L. Downey Co.
AUTOPEN Signature Machines, Autopen Sales & Service Co.
AUTOPOINT Mechanical Pencils and Indexes, Autopoint Co.
AUTO-ROLL Continuous Forms, Autographic Register Co.
AUTO-SET Continuous Forms, Autographic Register Co.
AUTOSET Master Clocks, Stromberg Time Corp.
AUTO-SHIFT Visible Record Binders, The Federbush Co., Inc.
AUTOSLIP Duplicator Interleaver, A. B. Dick Co.
AUTO-SNAP Interleaved Forms, Autographic Register Co.
AUTOSPEED Time Stamps, Stromberg Time Corp.
AUTO-TAB Interleaved Forms, Autograph Register Co.
AUTO-TYPIST Automatic Typewriter, American Automatic Typewriter Co.
AUXIL-A-PHONE Phone Hearing Aid, Hush-A-Phone Corp.
AVALON Wood Desks and Tables, Avalon Products, Inc.
AVENEL LINE Steel Files, Security Steel Equipment Corp.
AVIATOR Colored and Drawing Pencils, Koh-I-Noor Pencil Co., Inc.
AVON Moisteners, Defiance Calendar & Stationery Co.
AYRES CALCULER-D Withholding Tax Computer, Ayres Corp.
AZTEC Pencils, Wallace Pencil Co.

B

B-B Ball-Point Pens, B-B Pen Corp.
B & S Colored Chalk Crayons, Binney & Smith Co.
B. F. Hecto Carbons, Ribbons and Master Sets, Franklin Ribbon & Carbon Co., Inc.
B-V Ticket Punches, Bonney-Vehslage Tool Co.
BW Wing Binders, The Federbush Co., Inc.
BABY GRAND Tape Sealers, A. C. Hummel Co.
BABY RAY Pencils, Swan Pencil Co., Inc.
BACO Caster Wheels, The Bassick Co.
BACO Ribbons and Carbons, Baco Ribbon & Supply Co.
BADGAIRE Window Ventilators, Badgaire, Inc.
BADGER Lead Pencils, General Pencil Co.
BADGER PAPER MILLS Bond, Badger Paper Mills, Inc.
BADGER Rope and Twine, John Rauschenberger Co.
BAG O TEL Ash Tray, Quigley Co.
BAINBRIDGE Illustration Board, Charles T. Bainbridge's Sons.
BAINBRIDGE HOLD-THE-PHONE Telephone Holders, Bainbridge, Kimpton & Haupt, Inc.
BAINBRIDGE RITE-FIT Chair Cushions, Bainbridge, Kimpton & Haupt, Inc.
BAINBRIDGE Waste Baskets and Office Supplies, Bainbridge, Kimpton & Haupt, Inc.
BAKER Artists and Marking Brushes, Baker Brush Co.
BAKER Check Trays, Baker Check Tray Co.
BAKER-VAWTER Steel Deskfiles, Remington Rand Inc.
BAKEVIEW Envelopes, A. C. McClurg & Co.
BALANCE Mechanical Pencils, W. A. Sheaffer Pen Co.
BALANCED Carbon Papers, Kee Lox Mfg. Co., Inc.
BALDROR Drawer Suspension, The Seng Co.
BALL POINTER Ball-Point Pens, Waterman Pen Co., Inc.
BALLERO Ball-Point Pens, Cleevelandt Corp.
BALL-O-FIRE Desk Lighter, Quick Point Pencil Co.
BALLYMORE Steel Ladders, Ballymore Co.
BALTIMORE Order Books, Sales Books, Baltimore Salesbook Co.
BANDETT Mail Bundling Strips, Commercial Controls Corp.
BANDLESS Document Filing Envelopes, Smead Mfg. Co., Inc.
BANJO GEM Paper Clips, Noesting Pin Ticket Co., Inc.
BANK Steel Pens, Eagle Pencil Co.
BANK-BY-MAIL Envelopes, Northern States Envelope Co., Inc.
BANK NOTE Adding Machine Rolls, McKenna & Phelps, Inc.
BANKER Desk Lamp, Van Dyke Industries.
BANKERS Daters and Sign Outfits, Bankers & Merchants, Inc.
BANKERS Mailing Envelopes, Quality Park Envelope Co.
BANKERS Stamp Racks, Louis Melind Co.
BANKERS LINEN Papers, Southworth Co.
BANKERS SPECIE Sealing Wax, Thaddeus Davids Ink Co., Inc.
BANKETTE Personal Files, Maso Steel Products.
BANTAM Staplers, E. H. Hotchkiss Co.
BAR S Meter Reading Binders, Grand Rapids Loose Leaf Binder Co.
BARCALO Upholstered Chairs, Barcalo Mfg. Co.

BARCH PAYZANT Lettering Pens, Keuffel & Esser Co.
BARKLEY FASTENER Report Folder Fasteners, C. L. Barkley & Co.
BARKLEY PLASTIC TAB File Drawer Indicators, C. L. Barkley & Co.
BARLAM Rubber Stamps and Marking Devices, Wm. Barlam Rubber Stamp Mfg. Co.
BAR-LOC Binders, C. E. Sheppard Co.
BARONESS Carbons & Ribbons, Pres-To-Line Corp. of America.
BARRETT Adding Machines, Barrett Adding Machine Div., Lanston Monotype Machine Co.
BARRETT Binders and Easels, Barrett Bindery Co.
BARRETT Paper Punches, Wm. L. Barrett Co.
BARRETT'S Social Security Forms, Barrett, P. L.
BARRISTER Brief Cases, New Rexbilt Leather Goods Corp.
BARWEL Canvas and Leather Bags, Barwel Mfg. Co., Inc.
BASABO Business Forms, Baltimore Salesbook Co.
BASCO-CRAFT Albums, Scrap Books and Catalog Covers, Baer-Strand Ledger & Binder Wholesale Co.
BASE-LOCK Rubber Type, Wm. A. Force & Co.
BASGO Furniture Glides, The Bassick Co.
BASSICK Casters, The Bassick Co.
BATES Eyeleters, Staplers and Numbering Machines, Bates Mfg. Co.
BATTLESHIP Typewriter Ribbons, F. S. Webster Co.
BAUMFOLDERS Paper Folding Machines, Russell Ernest Baum, Inc.
BAUSMAN'S Quick Indexes, Wilson Jones Co.
BAY Payroll Records, Bay Accounting Systems
BAY STATE Rubber Stamp Vulcanizers and Seal Presses, R. H. Smith Mfg. Co.
BEACON HILL Clasp Envelopes, Boston Envelope Co.
BEAT YESTERDAY Sales Record Book, Sales Record Publishing Co.
BEATS ALL Pencils, American Pencil Co.
BEAU BRUMMEL Brief Cases, Chas. Doppelt & Co.
BEAVER Adding Machine Rolls, Western Paper Converting Co.
BECK Duplicator Supplies, Beck Duplicator Corp.
BECKERS Artists' Materials, Delta Brush Mfg. Corp.
BEE LINE Filing Systems, Filing Equipment Bureau, Inc.
BEFOCO Stencil Inks, The C. H. Hanson Co.
BEGINNERS' Slide Rule, Keuffel & Esser Co.
BELFONE Intercommunication Systems, Bell Sound Systems, Inc.
BELL Ribbons and Carbons, Mittag & Volger, Inc.
BELL Sound Systems, Bell Sound Systems, Inc.
BELLAIRE Ribbons and Carbons, Burroughs Adding Machine Co.
BELLE-VUE Typewriter Covers, Budlew Products Co.
BEN FRANKLIN Pencils, Blaisdell Pencil Co.
BENCHETTE Chrome-Plated Settees, Maso Steel Products
BENJAMIN FRANKLIN Ribbons and Carbons, Franklin Ribbon & Carbon Co.
BENNETT BILT Waste Cans, Bennett Mfg. Co., Inc.
BENTSON Steel Shelves and Desks, Bentson Mfg. Co.
BERGER Steel Shelving and Office Equipment, Berger Mfg. Div., Republic Steel Corp.
BERKSHIRE Typewriter Papers, Eaton Paper Corp.
BERKSHIRE HOUSE Chairs and Tables, Atlantic Furniture Products Co., Inc.
BERMCO Adding Machine Rolls, Anchor Ruling Division
BERNARD Punches, Wilson Jones Co.
BERT Diaries, Binders, Memo Books, Scrap Books and Albums, Bert Mfg. Co.
BESCO Crayons, Binney & Smith Co.
BESCUP Paper Drinking Cups, Boston Drinking Cup Co.
BESTLINE Steel Files, Victor Safe & Equipment Co., Inc.
BEST Pencils and Crayons, Joseph Dixon Crucible Co.
BEST Stencils, Inks and Correction Fluid, Vari-Color Duplicator Co.
BEST-A-FILE Hanging Folders, Advance Industries
BESTINE Paper Cement Thinner, Union Rubber & Asbestos Co.
BESTMARX Marking Crayons, Walbuck Crayon Co.
BESTOVALL Sealing Tape, Sealers, Labels, Wrapping Paper and Twine, Package Ad & Sealer Co.
BEST-TEST Rubber Cement and Dispensers, Union Rubber & Asbestos Co.
BESTUVALL Rubber Bands, The Dykema Co.
BETTER Moistener, E. W. Pike & Co.
BETTER BRAND Ribbons and Carbons, Kee Lox Mfg. Co., Inc.
BETTER PAC Tape Sealers, Better Packages, Inc.
BETTERCRAFT Lapboards, Bettercraft Co.
BEVERLY Artists' Colors, Morilla Co., Inc.
BICCO Door Mats, L. M. Bickett Co.
BICKETT Typewriter Pads, L. M. Bickett Co.
BI-FOCAL Index Guides, Filing Equipment Bureau.
BIG BEN Box Files, Mayfair Co.
BIG BEN Box Letter Files, Hedges Mfg. Co.
BIG BLACK Pencils, Blaisdell Pencil Co.
BIG BOY Numbering Machines, American Numbering Machine Co.
BIG Letter File, Acme Letter File Co.
BIG BROTHER Pencils, National Pencil Co.
BIG INCH Mechanical Pencils, Alexander Mfg. Co.
BIG INCH Tape Dispensers, Better Packages, Inc.
BIG JOE Hand Lift Trucks, Big Joe Mfg. Co.
BIG MO Fountain Brushes, Marking Crayons, Oil Board, Missouri Brush & Crayon Co.
BIG SIX Liquid Hand Soap, Huntington Laboratories, Inc.
BILDUP Letter Tray Supports, Globe-Wernicke Co.
BILL-IN Envelopes, Wolf Envelope Co.
BI-LOCK Post Binders, National Blank Book Co.
BINARY Slide Rule, Gilson Slide Rule Co.
BIND-ALL Binders and Covers, Collier Mfg. Corp.
BIND-X Strip Indexes, Cel-U-Dex Corp.
BING Binders and Catalog Covers, Boorum & Pease Co.
BINGO Clogged Drain Opener, Huntington Laboratories, Inc.
BIRD Floor Coverings and Runners, Bird & Son
BISON Labels and Duplicator Inks, Bison Research Service
BISSELL'S Show Card Colors, Favor, Ruhl & Co.
BLACK BEAUTY Carbon Papers, Kee Lox Mfg. Co., Inc.
BLACK BEAUTY Ledgers, Elbe File & Binder Co., Inc.
BLACK BEAUTY Pen and Pencil Sets, Morrison Fountain Pen Co.
BLACK-BEAUTY Pencils, Blaisdell Pencil Co.
BLACK DAMOND Ledger Binders, Wilson Jones Co.
BLACK DIAMOND Marking Inks, Botts Mfg. Co.
BLACK GOLD Duplicator Inks, Ronnie Products, Inc.
BLACK HAWK Ribbons and Carbons, Miller-Bryant-Pierce.
BLACK INDIA Ball Point Pen, Samuel Taubman, Inc.
BLACK JACK Carbon Paper, Miller-Bryant-Pierce.
BLACK JEWEL Stamp Dispensers, Aqua Sportsman, Inc.
BLACK KNIGHT Pencils, Eberhard Faber Pencil Co.
BLACK MARKER Pencils, General Pencil Co.
BLACK SWAN Pencils, Swan Pencil Co., Inc.
BLACK VELVET Stencils, Shallcross Co.
BLACK WARRIOR Pencils, Eagle Pencil Co.
BLACK-A-MOOR Blackboards, Geo. E. Fox & Co.
BLACKBOURN Bookkeeping Systems, Blackbourn Systems, Inc.
BLACKHAWK Pencils, American Pencil Co.
BLACKHAWK Sectional Post Binders, Wilson Jones Co.
BLACKSCRIPT Pencils, Blaisdell Pencil Co.
BLACKWING Pencils, Eberhard Faber Pencil Co.
BLADE Magazine Binders, Elbe File & Binder Co., Inc.
BLAIR Office Desks, Blair Veneer Co.
BLAISDELL Pencils, Blaisdell Pencil Co.
BLOTTEX Blotter Paperweight, Art Plastics Co.
BLU-BLAK Ink Pencils, Eberhard Faber Pencil Co.
BLUE BONNET Stenographers' Kits, Ames Supply Co.
BLUE BONNET Typewriter Oil, Type Cleaner and Platen Renewer, Ames Supply Co.
BLUE BOY Numbering Machines, American Numbering Machine Co.
BLUE DUPLIMAT Offset Masters, Addressograph-Multigraph Corp.
BLUE LABEL Pencils, Koh-I-Noor Pencil Co., Inc.
BLUE LINE Air Mail Envelopes, Quality Park Envelope Co.
BLUEPRINT Pencils, Blaisdell Pencil Co.
BLUE RIBBON Paper Punches, Wm. L. Barrett Co.
BLUE STAR Leather Desk Sets, Blue Star Leather Mfg. Corp.
BLUE STREAK Check Signers, Checkwriters and Forms, The Todd Co., Inc.
BLUVEL Tracing Paper, Cardinell Corp.
BLYTHE Ball-Pointed Pens, The Ball Pen Co.
BOARDMASTER Visual Control Boards, Graphic Systems
BO Catalog Binders, The Federbush Co., Inc.
BODIFORM Auditorium Chairs, Church Furniture, American Seating Co.
BOLSEY Microfilmers and Readers, Bolsey Corp. of America
BOLTAFLEX Plastic Upholstery Fabrics, Bolta Products Sales, Inc.
BONDRITE Mimeo Paper, Hano Paper Co., Inc.
BONDSMAN Utility Box, Merriam Mfg. Co.
BONNAR-VAWTER Bookkeeping Machine Attachments, Fanform Devices, Check Signers and Daters, Bonnar-Vawter, Inc.
BONNEY BLUE Colored Pencils, American Pencil Co.
BONNEY-VEHSLAGE Punches, Bonney-Vehslage Tool Co.
BONWOVE Mimeo Papers, Rockwell-Barnes Co.
BOOK-CADDY Book Covers, Ehlbert Products.
BOOK-ETTES Book Ends, Aluminum Desk Accessories Co., Inc.
BOOK-EZE Book Ends, Bert M. Morris Co.
BOOKLAMP Desk Lamp, Mario Mfg. Co., Inc.
BOOKMASTER Self-adjusting Book Ends, Lordell Corp.
BOOK-PAC Autographic Registers, The Miami Systems Corp.
BOOK-PAC Labels, Eureka Specialty Printing Co.
BOOMERANG CHAIR PADS, The Boomerang Chair Pad Co.
BORG Parcel Post Scales, Borg-Erickson Corp.
BOSCA BUILT Leather Goods, Hugo Bosca Co., Inc.
BOSS Casters, Phoenix Caster Co., Inc.
BOSTITCH Staplers and Tackers, Bostitch, Inc.
BOSTON Envelopes, Boston Envelope Co.
BOSTON Inkwells, Squires Inkwell Co.
BOSTON Pencil Sharpeners, C. Howard Hunt Pen Co.
BOSTON BOOKS Sales Books, The Potter Press.
BOTTS Marking Inks and Crayons, Botts Mfg. Co.
BOURGEOIS Drawing Inks, Favor, Ruhl & Co.
BOWL POINT Pens, C. Howard Hunt Pen Co.
BOX-WRAPT Papers, Rockwell-Barnes Co.
BOYCE Loose Leaf Devices and Forms, A. E. Boyce Co.
BOYLE Leather Goods, Boyle Leather Goods Co., Inc.
BRADFORD BOND Typewriter Paper and Multilith Paper, Fay Paper Products, Inc.
BRADLEY Colors and Crayons, Milton Bradley Co.
BRANDT Coin Handling Machines, Wrappers and Trays, Brandt Automatic Cashier Co.
BRENET Stopwatches, Meylan Stopwatch Co.
BRENO Stopwatches, Meylan Stopwatch Co.
BREVI-PADS Shorthand Machine Tape, Kirk Brevitype Corp.
BREVITYPE Shorthand Machines, Kirk Brevitype Corp.
BREWSTER Office Chair Cushions, Brewster Mfg. Co.
BRIEFMASTER Combination Brief Bags, Charles Doppelt & Co., Inc.
BRIEFPAK Business Luggage, New Rexbilt Leather Goods Co.
BRIGHT Upholstered Chairs, Bright Chair Co., Inc.
BRISTOW Mail Distributors, Stanley R. Bristow.
BRITEMARK School Chalk, Walbuck Crayon Co.
BROADWAY Catalog Covers, The Federbush Co., Inc.
BROADWAY Fountain Pens, U. S. Victor Fountain Pen Co., Inc.
BROADWAY GRADE Index Cards and Folders, Oxford Filing Supply Co.
BROADWAY Ledger Binders, Stationers Loose Leaf Co.
BRODLYNE Crayons, Milton Bradley Co.
BROKAW Offset Paper, Wausau Paper Mills Co.
BRONZE-TONE Billfolds, Enger-Kress Co.
BROOKLYN Daters, James H. Matthews & Co.
BROWNIE Ball-Point Pens and Mechanical Pencils, Brownie Mfg. Co.
BROWN'S Typewriter and Ledger Papers, L. L. Brown Paper Co.
BRUNING Drafting Equipment, Charles Bruning Co., Inc.
BRUNING-WALLACE Drafters, Charles Bruning Co., Inc.
BRUSH Typewriter Erasers, Joseph Dixon Crucible Co.
BRUSH-N-CAPS Brushes and Caps, The Applicator Co.

BUCCANEER Ribbons and Carbons, The Carter's Ink Co.
BUCHAN Binders and Visible Card Systems, Buchan Loose Leaf Records Co.
BUCK-BALL Ball-Point Pens, Universal Fountain Pen & Pencil Co.
BUCKEYE BOND Typewriter Ribbons, Buckeye Ribbon & Carbon Co.
BUCKI Typewriter Ribbons, Buckeye Ribbon & Carbon Co.
BUCKINGHAM Pencils, Reliance Pencil Corp.
BUCK-L-BINDER Storage Binders, The Reb-Wal Hunt Co.
BUD Plastic Type Cleaner, Bud Type Cleaner, Inc.
BUDDIE Pencils, National Pencil Co.
BUDDY Memo Books, Wilson Jones Co.
BUFFALO Pencils, Koh-I-Noor Pencil Co.
BUILDERS Carpenters' Pencils, Blaisdell Pencil Co.
BUILT LIKE A SKYSCRAPER Files, Shaw-Walker Co.
BULB POINT Steel Pens, Eagle Pencil Co.
BULL DOG Binders, Gaylord Bros., Inc.
BULL DOG Clips, Automatic Pencil Sharpener Co.
BULL DOG Clips, The H. C. Cook Co.
BULL DOG Push Pins, Mounties, Inc.
BULLDOG Staplers, Arrow Fastener Co., Inc.
BULLET Carbon Papers, Kee Lox Mfg. Co., Inc.
BULLETIN Pencils, Reliance Pencil Corp.
BULLETIN Stencils, Heyer Corp.
BULMAN Paper Cutters and Twine Holders, E. O. Bulman Mfg. Co., Inc.
BUNCH OF DATES Memo Calendars, Ever Ready Calendar Mfg. Co.
BUNKER HILL Gelatin Carbons, Colonial Carbon Co.
BUNN Package-Tying Machines, B. H. Bunn Co.
BUR-ACME Tackers and Staples, Burgess Fastening Co.
BURCO Loose Leaf Devices, The Burkhardt Co.
BURGESS Staplers and Staples, Burgess Fastening Co.
BURGESS-ACME Staplers, Tackers, Burgess Fastening Co.
BURK-ART Covers and Binders, The Burkhardt Co.
BURNS Ribbons and Carbons, Burns Mfg. Co.
BURRO Index Tabs and Paper Clips, The H. C. Cook Co.
BURROUGHS Business Machines, Burroughs Adding Machine Co.
BURTON Adding Machine Rolls, Burton Paper Products Corp.
BUSFILES Deskside Files, Weis Mfg. Co.
BUSINESS CARD-ETTE, JR., Business Card Files, Aluminum Desk Accessories Co., Inc.
BUSINESS SURVEY Maps and Atlases, C. S. Hammond & Co., Inc.
BUTLERETTE Ash Trays, Skinner & Kennedy Co.
BUTTERSCOTCH Reception Room Furniture, Sikes Co., Inc

C

"C" Paper Clips, Oakville Co.
C.C.C. TOP PRODUCTS Cash Boxes, Central Can Co.
C.I.F. Business Forms, Moore Business Forms, Inc.
C.I.L. Business Forms, Moore Business Forms, Inc.
C-K All-Steel Chair Irons, Collier-Keyworth Co.
C.T.R. Time Card Racks, The Cincinnati Time Recorder Co.
C-BAC Binders and Covers, Elbe File & Binder Co., Inc.
C-FOAM Chair Cushions and Typewriter Pads, American Latex Products Corp.
C-THRU Transparent Rulers and Drawing Instruments, C-Thru Ruler Co.
CABINET Pencils, Joseph Dixon Crucible Co.
CABOT'S Promotional Material, Cabot's Promotional Aids, Inc.
CADET Illustration Boards, National Card, Mat & Board Co.
CADET Pencils, Joseph Dixon Crucible Co.
CADET Staplers and Staples, Ace Fastener Corp.
CADET TACKER Tackers, Ace Fastener Corp.
CADET UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
CADIE Polishing Cloths, Cadie Chemical Products, Inc.
CADO Key Holders, Binders, Clipboards, Inks and Cleaners, Cushman & Denison Mfg. Co.
CADO KEMASTER Key Racks, Cushman & Denison Mfg. Co.
CAHILL Payroll Systems, S-K Forms Co.
CAIRO Drawing Paper, L. Hyman & Sons
CALCULAGRAPH Time Recorders, Calculagraph Co.
CALCULATOR Pencils, Blaisdell Pencil Co.
CALENDAR Pencils, General Pencil Co., Inc.
CALINDEX Desk Calendars, Zephyr American Corp.
CALLSENDER Intercommunicating Systems, Wm. M. Smith Co.
CAL-PAD Perpetual Calendars, Finch & McCullough.
CAMEO Coin and Catalog Envelopes, Quality Park Envelope Co.
CAMEO Drawing Tablets, American Pad & Paper Co.
CAMEO Typewriter Ribbons, H. M. Storms Co.
CAMEO TOP Pen and Pencil Sets, Morrison Fountain Pen Co.
CAMPAIGN Pencils, Wallace Pencil Co.
CAMPUS BOND Typewriter Paper, Southworth Co.
CAMPUS KING Carbon Papers, Franklin Ribbon & Carbon Co., Inc.
CAMPUS VELLUM Papers, Southworth Co.
CANDLELIGHT Billfolds, Enger-Kress Co.
CANINK Black Canners Ink, Irwin-Hodson Co.
CANODE PRODUCTS Duplicating and Marking Inks, Ink Specialties Co., Inc.
CANPRO Typewriter Covers, Canvas Products Co.
CANTON Stationers Glassware, Canton Glass Co., Inc.
CANT-SLIP Platen Renewer, Clarotype Co., Inc.
CAPITOL Blotting Papers, Joseph Parker & Son Co.
CAPITOL Pencils, Eagle Pencil Co.
CARBEX Hand Cleansing Cream, Codo Mfg. Co.
CARBN-TET Type Cleaner, Tele-Cide Chemical Corp.
CARBOFF Wax-Coated Carbon Paper, Waxon-Carboff, Inc.
CARBO-JAK Carbon Packs, Standard Manifold Co.
CARBON BLACK Drawing Pencils, General Pencil Co., Inc.
CARBON Pencils, American Pencil Co.
CARBONITE Charcoal Pencils, J. S. Staedtler, Inc.
CARBONSET Continuous Forms, Uarco, Inc.
CARBO-PAK Continuous One-Time Carbons, Atlantic Register Co.
CARBOPLAN Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
CARBO-READY Snap-Apart Sets, Alfred Allen Watts Co., Inc.
CARBO-WELD Pencils, General Pencil Co.
CARD-A-DRESSER Spirit Addressing Machine, Diebold, Inc.
CARDESK Card Record Desks, Reynolds & Reynolds Co.
CARD-ETTE Card Files, Aluminum Desk Accessories Co., Inc.
CARDFILE Business Card File, Sparky Specialties, Inc.
CARDINAL Adding Machine Rolls, Paper Cups, Southern Straw Mfg. Co.
CARDINAL Blackboard Erasers, E. W. A. Rowles Co.
CARDINAL Fountain Pens, Rotary Pen Co.
CARDINAL Office Furniture, Cardinal Sales, Inc.
CARDINAL Office Machine Covers, Cardinal Products, Inc.
CARDINAL Rubber Erasers, Eagle Pencil Co.
CARDINAL BRAND Typewriter Ribbons, Miller-Bryant-Pierce
CARDINEER Rotary Files, Diebold, Inc.
CARD-O-GUIDES File Guides for Cardineer, Diebold, Inc.
CARDMASTER Postcard Duplicators, Cardmaster Co.
CARD-O-MATIC Tabulating Card Punch, Remington Rand Inc.
CARDVERTISER Post Card Printers, The Elliott Addressing Machine Co.
CARLTON Brief Cases and Portfolios, Carlton Brief Case Corp.
CARNATION Pencil Erasers, Joseph Dixon Crucible Co.
CARNATION BRAND Ribbons and Carbons, Miller-Bryant-Pierce
CARPENTER Pencils, Blaisdell Pencil Co.
CARPENTER Pencils, National Pencil Co.
CARPENTER Pencils, Wallace Pencil Co.
CARPENTERS' UNION Pencils, Eagle Pencil Co.
CARRIER Air Conditioning Units, Carrier Corp.
CARRY ALL Brief Bag, Winfield Mfg. Co.
CARTER'S Inks and Adhesives, The Carter's Ink Co.
CARTOCRAFT Maps, Globes and Atlases, Denoyer-Geppert Co.
CARVEL Tracing Papers, Cardinell Corp.
CASE BINDERS Case Files, Smead Mfg. Co.
CASE NUMBERER Numbering Machines, Wm. A. Force & Co.
CASHGARD Steel Chests, Diebold, Inc.
CASINO Pencils, Swan Pencil Co., Inc.
CASLON Mimeo and Ledger Papers, The Munising Paper Co.
CASTELL Pencils, A. W. Faber-Castell Pencil Co.
CATA-RACK Book-Catalog Racks, Sengbusch Self-Closing Inkstand Co.
CATALPA Pads and Typewriter Paper, L. Hyman & Sons
CATHEDRAL Notebooks, Tablets and Pads, Kurtz Bros.
CATALOGER Catalog Files, Remington Rand Inc.
CAVALIER Desk Calendars, Finch & McCullough
CEDAR-KING Pencils, National Pencil Co.
CEDAR-SAN Dust-Laying Oil, Huntington Laboratories, Inc.
CELEBRITY Pens and Desk Sets, Stratford Pen Corp.
CELLO-CLIP Map and Plan Files, The Globe-Wernicke Co.
CELLOPHANE Marking Pencils, Blaisdell Pencil Co.
CELLOTAB Loose Leaf Indexes, Veet Industries.
CELLUGRAF Signals, Geo. B. Graff Co.
CELLULOOK Report Covers, Associated Stationers Supply Co.
CELLU-PAK Canary Second Sheets and Office Machine Rolls, Cellulose & Paper Converting Co., Inc.
CELL-U-SEAL Index Guides, Weis Mfg. Co.
CELLUSPONGE Cellulose Sponges, Schroeder & Tremayne, Inc.
CELL-U-TACH Attachable Cellulose Tabs, G. J. Aigner Co.
CELLU-VISE Index Tabs, Geo. B. Graff Co.
CELON Mucilage, Diamond Ink & Adhesive Co.
CELTIC Sectional Post Binders, National Blank Book Co.
CEL-U-DEX Guides, Tabs and Signals, Cel-U-Dex Corp.
CENTAB School Supplies, Central Tablet Mfg. Co.
CENTAMATIC Paper Punches, Mutual Stationers Supply Corp.
CENTAUR Stamp Albums, Scott Publications, Inc.
CENTENNIAL Brass Wheel Daters, R. A. Stewart & Co., Inc.
CENTENNIAL Ribbons and Carbons, John Underwood & Co.
CENTURION Stationery Products, Bainbridge, Kimpton & Haupt, Inc.
CERCLA Metal Mechanical Bindings, General Binding Corp.
CERLOX Plastic Mechanical Bindings, General Binding Corp.
CERTIFICATE Bond Papers, Crocker-McElwain Co.
CERTIFIED Carbon Papers, Kee Lox Mfg. Co., Inc.
CERTIFIED Colored Pencils, National Pencil Co.
CERTIFIED GOVERNMENT STANDARD Ink, Crescent Products Co.
CERTIFIED Office Machine Rolls, Rittenhouse Paper Co.
CESCO Loose Leaf Equipment and Accounting Systems, The C. E. Sheppard Co.
CESCO-DEX Celluloid Index Strips, The C. E. Sheppard Co.
CESCOID Ledgers, The C. E. Sheppard Co.
CHAIRMAN Desk Lamps, General Lamps Mfg. Corp.
CHAL Label-Moistening Solution, The Sta-Zon Co.
CHALKMASTER Blackboards, Weber Costello Co.
CHALLENGE Blueprint Papers, Keuffel & Esser Co.
CHALLENGE Clipboards, Hedges Mfg. Co.
CHALLENGE Daters, Numberers, Louis Melind Co.
CHALLENGE Eyelet Presses and Punches, Edward L. Sibley Mfg. Co., Inc.
CHALLENGE Notes, Drafts, and Receipts, C. R. Gibson Co.
CHALLENGE Paper Drills and Cutters, Challenge Machinery Co.
CHALLENGE Ribbons and Carbons, Consolidated Ribbon & Carbon Co.

CHALLENGE Scratch Pads, Rockwell-Barnes Co.
CHALLENGE Sectional Post Binders, Stationers Loose Leaf Co.
CHALLENGE Spring Binders, Elbe File & Binder Co., Inc.
CHALLENGE Stationery Items, Bainbridge, Kimpton & Haupt, Inc.
CHALLENGER Duplicator Supplies, Challenger, Inc.
CHALLENGER Steel Filing Cabinets, Bentson Mfg. Co.
CHALLENGER Steel Office Tables, Maso Steel Products
CHAMP Aluminum Desk Trays, Nu-Craft Products Co.
CHAMPION Adding Machine Rolls, Notebooks and Fillers, American Pad & Paper Co.
CHAMPION Casters, Hamilton Caster & Mfg. Co.
CHAMPION Clasp Envelopes, Quality Park Envelope Co.
CHAMPION Daters and Numberers, Wm. A. Force & Co.
CHAMPION Fountain Pens and Pencils, Southern Pen Co.
CHAMPION Income Tax Record, Commonwealth Publishing Co.
CHAMPION Maps and Globes, Weber Costello Co.
CHAMPION Mucilage and Hectograph Pencils, Levison & Blythe Mfg. Co.
CHAMPION Pencil Sharpeners, C. Howard Hunt Pen Co.
CHAMPION Rubber Stamps, James H. Matthews & Co.
CHAMPION Stationery Items, Frank A. Weeks Mfg. Co.
CHAMPION Steel Type Holders, James H. Matthews & Co.
CHAMPION Utility Stands, Maso Steel Products
CHANCELLOR Sectional Post Binders, A. E. Boyce Co.
CHANGEPOINT Fountain Pens, Perpetual Calendars, Changepoint, Inc.
CHARACTER Carbon Papers and Ribbons, Remington Rand Inc.
CHARCOAL Pencils, Blaisdell Pencil Co.
CHARCOAL Pencils, General Pencil Co.
CHARDON Rubber Finger Tips, Chardon Rubber Co.
CHARFAIN Charcoal Sticks, American Crayon Co.
CHARKOL Pencils, National Pencil Co.
CHAR-KOLE Charcoal Sticks, Weber Costello Co.
CHARON Charcoal Pencils, Joseph Dixon Crucible Co.
CHARTER Pencils, Reliance Pencil Corp.
CHART-PAK Flow and Organization Chart Kits, Chart-Pak, Inc.
CHARVOZ Architects' Supplies, Charvoz-Roos Corp.
CHARVOZ-ROOS Magnifiers, Charvoz-Roos Corp.
CHASE ME Hand Cleanser, Ronnie Products, Inc.
CHATILLON Postal Scales, John Chatillon & Sons.
CHECK WRITER Ink, Sanford Ink Co.
CHECKER Coat and Umbrella Racks, Vogel-Peterson Co.
CHECKER Hand Counter, J. L. Galef & Son, Inc.
CHECKER BOARD Ribbons and Carbons, Mittag & Volger, Inc.
CHECKERETTE Coat Room Racks, Vogel-Peterson Co.
CHECKO Check Protector Inks, Superior Marking Equipment Co.
CHECKVELOPE Check-Order Blank Combination, Tension Envelope Corp.
CHEKMATE Pocket Check Protector, Postamatic Co.
CHELSEA Binders, The Federbush Co., Inc.
CHEM-BOARD Storage Files, Convoy, Inc.
CHEMI-SEALED Pencils, Eagle Pencil Co.
CHESTERFIELD Wood Bookcases, The Globe-Wernicke Co.
CHEXSIGNO Check-Signing Machines, Hall-Welter Co., Inc.
CHICAGO Desk Pads, Telephone Book Covers and Accessories, Chicago Desk Pad Co., Inc.
CHICAGO Pencil Sharpeners, Automatic Pencil Sharpener Co.
CHICAGO LINE Cash Boxes, Card Index Boxes and Trays, Dehler Mfg. Co.
CHIEF Soap Eraser, Weldon Roberts Rubber Co.
CHIEF 5 Executive Posture Chairs, Shepherd Chair Co.
CHIEFTAIN Bond and Typewriter Papers, Neenah Paper Co.
CHIEFTAIN Matched Office Suites, Hoosier Desk Co.
CHINA MARKER Pencils, National Pencil Co.
CHINA MARKING Pencils, Blaisdell Pencil Co.
CHISEL POINTED Staples, E. H. Hotchkiss Co.
CHROMATYPE Stencil Duplicator Supplies, Polychrome Corp.
CHROMCRAFT Tubular Metal Furniture, American Fixture & Mfg. Co.
CHROME-STAINLESS Pen Points, Turner & Harrison Pen Mfg. Co., Inc.
CHROM-EVER Chrome Furniture and Fans, Asquith Associates, Inc.
CHROMIUM MOUNT Rubber Stamps, Bankers & Merchants, Inc.
CHUBB Safe Ledger Files, L. O'D. Lee.
CICO Liquid Paste, The Carter's Ink Co.
CINCINNATI Time Recorders, Cincinnati Time Recorder Co.
CIN-MADE Cylindrical Mailing Cases, The Cin-Made Corp.
CIRCLAIRE Air Circulators, Van Dyke Industries.
CIRCLARC Desk Lamps, Faries Div.
CIRCLINE Desk and Ceiling Lamps, Faries Div.
CIRCLINE Fluorescent Desk Lamps, Compco Corp.
CIRCULAIR Circulating Fans, Kisco Co.
CITADEL BOND Typewriter Paper, Hampshire Paper Co., Inc.
CITATION Duplicator Stencils, Ronnie Products, Inc.
CITATION Fountain Pens, Waterman Pen Co., Inc.
CLARIN Folding Chairs, Clarin Mfg. Co.
CLARK Bulletin Boards and Directories, R. W. Clark Mfg. Co.
CLARK LINE Steel Shelving, R. K. Clark Co.
CLARO Pencil Erasers, Joseph Dixon Crucible Co.
CLAR-O-TYPE Liquid Type Cleaner, Clarotype Co., Inc.
CLARY Adding & Calculating Machines, Cash Registers, Clary Multiplier Corp.
CLASS Pencils, Reliance Pencil Corp.
CLASSIC Desk Classifiers, The Cooke & Cobb Co.
CLASSIC Desk Name Plates, Walter E. Kutch Co.
CLASSIC Paper Clips, Noesting Pin Ticket Co., Inc.
CLASSIC Pencils, American Pencil Co.
CLASSIC Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
CLASSIC School Bags, Royal Cushion Co., Inc.
CLASSI-FILE File Folders, Remington Rand Inc.
CLAUSS Shears and Scissors, Henkel-Clauss Co.
CLEAN COPY Ribbons and Carbons, Burroughs Adding Machine Co.
CLEAN WRITE Carbon Papers, Queen Ribbon & Carbon Co., Inc.
CLEANALL Typewriter Brushes, Arthur W. Hahn
CLEANATYPE Type Cleaner, Rudolf Orthwine Corp.
CLEANCOPY Pay Envelopes, Alfred Allen Watts, Inc.
CLEANGRIP Carbon Papers, H. M. Storms Co.
CLEANSBEST Brooms, Mops and Dusters, H. Hertzberg & Son, Inc.
CLEAR WRITE Carbon Papers, Queen Ribbon & Carbon Co.
CLEARCOPY Onionskin Papers, Esleeck Mfg. Co.
CLEAR-FIELD Tablets and Pads, Kurtz Bros.
CLEARINDEX Folders and Guides, Weis Mfg. Co.
CLEARING HOUSE Pads and Legal Tablets, American Pad & Paper Co.
CLEAROSCOPE Stencil Scopes, The Heyer Corp.
CLEARPRINT Glycerine Rubber Stamp Ink, Irwin-Hodson Co.
CLEARPRINT Stamp Pads Inks, Hand Cleaner and Ribbons, Phillips Process Co., Inc.
CLEARTEX Typewriter Ribbons, Codo Mfg. Corp.
CLEARTONE Dictating Machine Cylinders and Discs, American Dictating Machine Co., Inc.
CLEARTYPE Maps, American Map Co.
CLEARVUE Albums, Samuel Ward Mfg. Co.
CLEENEST Carbon Papers, Write, Inc.
CLEENOLEUM Desk Pads, Sainberg & Co., Inc.
CLEEN-SEAL Master-Sets, Spirit Carbons, A. B. Dick Co.
CLEMCO Typewriter Desk Mechanism, The Seng Co.
CLEMCO Wood Office Furniture, Clemco Desk Mfg. Co.
CLICK Daters and Numberers, Wm. A. Force & Co., Inc.,
CLIMAX Adding Machine Rolls, Fay Paper Products, Inc.
CLIMAX Bond and Cash Boxes, Hamilton Metal Products Co.
CLIMAX Pencil Sharpeners, Automatic Pencil Sharpener Co.
CLIMAX Storage Files, The Kay-Dee Co.
CLIMAX PORTA-FILE Portable Filing Unit, Hamilton Metal Products Co.
CLIMP Spring Clips, Joseph Dixon Crucible Co.
C-LINE Chair Cushions, Desk Pads, Chicago Desk Pad Co., Inc.
CLING Clips, H. C. Cook Co.
CLIP Binders, Elbe File & Binder Co., Inc.
CLIPAD Clip Boards, Elbe File & Binder Co.
CLIP-A-TAPE Gummed Tape Dispenser, Ideal Stencil Machine Co.
CLIPPER Receipts, Notes and Business Forms, Boorum & Pease Co.
CLIPPER-GLIDER Staples, Ace Fastener Corp.
CLIPPER MAIL Opaque Papers, The Lafayette Co., Inc.
CLIP-U-LOCK Transfer and Storage Binders, Henry T. Adams Mfg. Co.
CLIX Chamois Skins, Nassau Sponge Co.
CLIX Paper Punches, New England Paper Punch Co.
CLOTHES MASTER Wardrobe Racks, Berkeley Industries.
CLOTHSTOK Expanding Files, National Fiberstok Envelope Co.
CLOVER BRAND Carbon Papers, Miller-Bryant-Pierce.
CLYDESDALE Memo Book and Ring Book Fillers, Eureka Blank Book Co.
COATER Hat and Coat Rack, Crawford Metal Craftsmen, Inc.
COAT-RAK Metal Costumers, Tubecrafters Sales Division
COBWEB Carbon Papers, A. P. Little, Inc.
CODEX Chart Paper, Codex Book Co., Inc.
CODO Ribbons and Carbons, Codo Mfg. Corp.
COFFIN'S Interest Tables, The John C. Winston Co.
COILETTE Telephone Cord Coilers, Huff Co.
COINOMETER Coin Changers, Sorters and Counters, Coinometer Corp.
COINTYPER Coin Operated Typewriter, Gramont Corp.
COIT'S Lettering Pens, Bridgeport Pen Co.
COLD SPRINGS Bond and Onionskin Paper, Whiting-Plover Paper Co.
COLE, GEO. E., Drafts, Notes and Receipts, Legal Blanks, Associated Stationers Supply Co.
COLE-CHROME Tubular Furniture, Cole Steel Equipment Co., Inc.
COLITHO Offset Duplicating Supplies, Columbia Ribbon & Carbon Mfg. Co., Inc.
COLL-A-CARB Carbon Paper, Thomas Mechanical Collator Corp.
COLLEGE Duplicator Paper and Loose Leaf Fillers, Anchor Ruling Division
COLLEGE BOY Pencils, National Pencil Co.
COLLINS Ink Eradicator, Collins-Benton Co., Inc.
COLONIAL Duplicating Supplies and Forms, Colonial Carbon Co.
COLONIAL Paper Drinking Cups, Boston Drinking Cup Co.
COLONIAL Scratch Pads, American Pad & Paper Co.
COLONIAL Steel Filing Equipment, Columbia Steel Equipment Co.
COLORBRITE Colored Pencils and Rubber Bands, Eberhard Faber Pencil Co.
COLOR CADDY Desk Sets, Scripto, Inc.
COLOR KING Ball-Point Pens, S. Buchsbaum & Co.
COLORPRINT Maps, American Map Co., Inc.
COLOR-TEX Colored Pencils, General Pencil Co
COLUMBIA Arch Files and Binding Cases, The Globe-Wernicke Co.
COLUMBIA Blueprint Cloth, Keuffel & Esser Co
COLUMBIA Endorsing Machine Ink, The Irwin-Hodson Co.
COLUMBIA Machine Posting Trays, Wilson Jones Co.
COLUMBIA Mechanical Pencils, Columbia Pencil Co.
COLUMBIA Memo Books, Boorum & Pease Co.
COLUMBIA Metal Signs and Inks, Irwin-Hodson Co.
COLUMBIA Numbering Machines, Wm. A. Force & Co.
COLUMBIA Receipt Books, C. R. Gibson Co.
COLUMBIA Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
COLUMBIA Steel Filing Equipment, Columbia Steel Equipment Co.
COLUMBIAN Calendars, Columbian Art Works, Inc.
COLUMBIAN Chairs, Harter Corp.
COLUMBIAN Envelopes and String Ties, U. S. Envelope Co.
COLUMBIAN Twines, Columbian Rope Co.
COLUMBUS Pencils, A. W. Faber-Castell Pencil Co., Inc.
COLUMBUS Show Cases, Columbus Show Case Co.
COMET Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
COMET Tackers, E. H. Hotchkiss Co.

COMET Type Cleaner, Pengad Mfg. Co.
COMET Typewriter Erasers, Eberhard Faber Pencil Co.
COMET Utility Desk, Orna-Metal Products Co.
COMFIT Posture Chairs, The Globe-Wernicke Co.
COMFORT Office Chair Cushions, Comfort Cushion Co.
COMFORT Pencils, Eagle Pencil Co.
COMFORTAIRE Posture Chairs, Shepherd Chair Co.
COMFRONT Office Chairs, Indiana Chair Co.
COMMAND PERFORMANCE Pen and Pencil Sets, Eversharp, Inc.
COMMANDER Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
COMMANDER Safes, Diebold, Inc.
COMMANDER Staplers and Staples, Arrow Fastener Co., Inc.
COMMANDER Staplers, Arrow Fastener Co., Inc.
COMMANDO Fountain Pens and Mechanical Pencils, Waterman Pen Co., Inc.
COMMANDO Mimeo Stencils, Ronnie Products, Inc.
COMMENTATOR Pen and Pencil Sets, Alexander Mfg. Co.
COMMERCE Loose Leaf Fillers, American Pad & Paper Co.
COMMERCE Pencils, Eberhard Faber Pencil Co.
COMMERCE Typewriter Desks, Imperial Desk Co.
COMMERCE Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
COMMERCIAL Blotting Papers, Joseph Parker & Son Co.
COMMERCIAL Drawing Inks, General Pencil Co., Inc.
COMMERCIAL Fountain Pen Inks, S. S. Stafford, Inc.
COMMERCIAL Letter Files, Acme Letter File Corp.
COMMERCIAL Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
COMMERCIAL Rubber Stamp Printing Presses, Superior Marking Equipment Co.
COMMERCIAL Sheet Holders, Stationers Loose Leaf Co.
COMMERCIAL CALCULATOR Slide Rules, Gilson Slide Rule Co.
COMMERCIAL CONTROLS Mailroom Equipment, Commercial Controls Corp.
COMMODORE Pencils, A. W. Faber-Castell Pencil Co., Inc.
COMMON SENSE Inkstands, Squires Inkwell Co.
COMMON SENSE Travelers Expense Book, Beach Publishing Co.
COMMONWEALTH Steel Storage Cabinets, Wardrobe Cabinets, Commonwealth Steel Products Corp.
COMMUNO-PHONE Intercommunicating Systems, David Bogen Co., Inc.
COM-PAK Autographic Registers and Supplies, The Egry Register Co.
COMPANION Overnight Case, Winfield Mfg. Co.
COMPARE-A-DAY Record Books, Eureka Specialty Printing Co.
COMPCO Sand Urns and Desk Lamps, Compco Corp.
COMPETETIVE Lumber Marking Ink, Irwin-Hodson Co.
COMPETITIVE Pencils, J. S. Staedtler, Inc.
COMPTOMETER Calculating Machines, Felt & Tarrant Mfg. Co.
CONCORD Ball-Point Pens, Concord Pen Co.
CONCORD Fountain Pens, Waterman Pen Co., Inc.
CONCORD Gelatin Carbons, Colonial Carbon Co.
CONCORD FERMUS Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
CONDOR Pencils, Richard Best Pencil Co.
CONFERENCE Aluminum Side Chairs, Ohio Chair Co.
CONGOFLOR Floor Coverings, Congoleum-Nairn, Inc.
CONGOLEUM Floor Coverings, Congoleum-Nairn, Inc.
CONGOTREAD Floor Coverings, Congoleum-Nairn, Inc.
CONGOWALL Wall Coverings, Congoleum-Nairn, Inc.
CONGRESS TIE Box Envelopes, Cooke & Cobb Co.
CONOLLY Binders and Loose Leaf Devices, Henry Conolly Co.
CONQUEROR Spirit Duplicator, The Heyer Corp.
CONQUEST Fountain Pens, Waterman Pen Co., Inc.
CONQUEST Pencils and Leads, Wallace Pencil Co.
CONQUEST Ribbons and Carbons, Quest Mfg. Co.
CONSOLINE Loose Leaf Binders, Consolidated Loose Leaf, Inc.
CONSTITUTION Pencils, National Pencil Co.
CONTACT Pressure-Sensitive Labels, Archer Label Co.
CONTE Crayons and Pencils, Favor, Ruhl & Co.
CONTEX Adding Machine, Rex-Rotary Distributing Corp.
CONTINENTAL Desk Accessories, Continental Mfg. Co.
CONTINENTAL Felt Typewriter and Chair Pads, Continental Felt Co.
CONTINENTAL Writing Inks, Scriptex Products Co., Inc.
CONTRACT Adding Machine Rolls, Rockwell-Barnes Co.
CONTROL Pencils, Reliance Pencil Corp.
CONTROLA-CHART Visible Chart, Victor Safe & Equipment Co., Inc.
CONVERS-O-CALL Intercommunicating Systems, National Inter-Communicating Systems.
CONVERTIBLE Steel Shelving, Berger Mfg. Div.
CONVERTISOR Slide Rules, C-Thru-Ruler Co.
CONVERTO-BINDERS Zipper Portfolios and Ring Binders, Reuben Co.
CONVERTO-ZIP Portfolios, Reuben Co.
CONVEX HEAD Thumb Tacks, Hampden Mfg. Co.
CONVEX POINT Pencils, Eagle Pencil Co.
CONVOY Storage Files, Convoy, Inc.
COOK QUALITY Posture, Side and Swivel Chairs, Cook Chairs, Inc.
COOKE Time Stamps and Daters, The Cooke Time Stamp Co.
COOKS Index Signals and Clips, H. C. Cook Co.
COOLAIRE Circulators, Howard Industries, Inc.
COOL-CIRCLE-ATER Window Fans, Kisco Co., Inc
COOLETTE Office Refrigerators, Tri Boro Enterprises, Inc.,
COPASCO Paste, The Commercial Paste Co.
COP-E-EEZ Copyholder, R. Funk & Co., Inc.
COPIFIXT Manifold Sets, Snapout Forms Co.
COPI-RITE Duplicating Stencils, Layton Mfg. Co.
COPISET One-Time Carbon Forms, International Tag & Salesbook Co.
COPLEY Crayons, Milton Bradley Co.
COPPER CHIEF Ribbons and Carbons, Ames Supply Co.
COPY EASE Book Holders, Franklin Table Co.
COPY TYPE Ribbons and Carbons, Kraus Ribbon & Carbon Co.
COPYBRITE Duplicating Supplies, Copy Papers Sales & Service Agency, Inc.
COPYCOLOR Colored Pencils, Eagle Pencil Co.
COPYFIX Photocopying Machine, Remington Rand Inc.
COPYFLEX Photographic Materials, Chas. Bruning Co., Inc.
COPYGRAPH Copying Pencils, Eagle Pencil Co.
COPYINX Hand Cleaner, Copy Papers Sales & Service Agency, Inc.
COPY-LITE Desk Lamps, Copy Right Mfg. Corp.
COPYMAKER Spirit Duplicator, Old Town Corp.
COPY-PLUS Liquid Duplicators, Copy-Plus, Inc.
COPYREX Spirit Duplicators, Rex-Rotary Distributing Corp.
COPYRIGHT Copyholders and Lamps, Copy Right Mfg. Corp.
COPY-RITE Liquid Duplicators, Wolber Duplicator & Supply Co.
COPYSETS Snap-Apart Carbon Sets, Alfred Allen Watts, Inc.
COPYSETTE One-Time Carbon Sets, Port Huron Sulphite & Paper Co.
COPY-TYPE Carbons & Ribbons, Kraus Ribbon & Carbon Co.
COQUILLE BRISTOL Drawing Bristol, Charles T. Bainbridge's Sons.
CORAL Rubber Erasers, Weldon Roberts Rubber Co.
CORAL PINK Rubber Erasers, Weldon Roberts Rubber Co.
CORALINE Rubber Erasers, Weldon Roberts Rubber Co.
CORBIN Cabinet Hardware and Locks, Corbin Cabinet Lock Div., American Hardware Corp.
CORD LINE Desk Pads and Accessories, Polar Mfg. Co.
CORD-BOUND Sponges and Chamois, Schroeder & Tremayne, Inc.
CORDLEY Electric Water Coolers, Cordley & Hayes
CORDOVAN Leatherette Accessories, S. K. Smith Co.
CORINTH Fountain Pens, Waterman Pen Co., Inc.
CORNER ROUNDER Round Corner Paper Cutters, Lassco Products, Inc.
CORONA Portable Typewriters and Adding Machines, L. C. Smith & Corona Typewriters, Inc.
CORONET Fluid Duplicators, Standard Duplicating Machines Corp.
CORPORATE BOND Typewriter Papers, Rockwell-Barnes Co.
CORPORATION Wood Office Furniture, Hoosier Desk Co.
CORRASABLE Typewriter Papers, Eaton Paper Corp.
CORRECT SEATING Chairs, Shaw-Walker Co.
CORREGIDOR Safes, Guardsman Safe Co.
CORRESPONDENCE Steel Pens, Eagle Pencil Co.
CORRESPONDENT Desk Lamps, General Lamps Mfg. Corp.
CORRIAN Filing Cabinets, Corry- Jamestown Mfg. Corp.
CORSAIR Pencils, National Pencil Co.
COSCO Marking Devices, Consolidated Stamp Mfg. Co., Inc.
COSCO Posture Chairs and Utility Tables, Hamilton Mfg. Co.
COSMO Daters, A. D. Joslin Mfg. Co.
COSMOLITE Self-Shining Wax, Huntington Laboratories, Inc.
COSMOS Drawing Instruments, F. Weber Co.
COSTELLO Blackboard Erasers, Weber Costello Co.
COTTERMAN Rolling Store and Welded Steel Safety Ladders, I. D. Cotterman.
COUCH'S Intercommunicating Telephone Systems, S. H. Couch Co.
COUNTERBOY Gummed Tape Sealers, Better Packages, Inc.
COUNTER-TRED Standing Mats, American Floor Products Co.
COUNTESS Carbons & Ribbons, Pres-To-Line Corp. of America.
COURIER Five-Year Desk Calendars, Finch & McCullough
COURTENAY Ink Tablets, American Pad & Paper Co.
COURTLEIGH Fountain Pens, Waterman Pen Co., Inc.
COVERMASTER Cuff Protectors, Office Machine Covers, Florence Textile Products
COVER-NOTE Desk Calendars, Columbian Art Works, Inc.
CRAFT Drawing Instruments, Chas. Bruning Co., Inc.
CRAFT Gum Erasers, Joseph Dixon Crucible Co.
CRAFT MASTER Brush Sets, Palmer Show Card Paint Co., Inc.
CRAFTINT Artists' Colors, Craftint Mfg. Co.
CRAFT-MARK Desk Sets, Pads and Accessories, Banov-Bernsley & Co.
CRAFTSMAN UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
CRALUX Wax Crayons, National Crayon Co.
CRAMER Posture Chairs, Cramer Posture Chair Co.
CRAMER DROPOSITORY Money Depositories, Cramer Safe & Office Equipment Co.
CRAM Atlases, Maps and Globes, The Geo. F. Cram Co., Inc.
CRANE BRAND Scissors and Shears, Metropolitan Cutlery Co.
CRAYLUX Wax Crayons, National Crayon Co.
CRAYOGRAPH Crayons, American Crayon Co.
CRAYOLA Crayons, Binney & Smith Co.
CRAYOLET Wax Crayons, Binney & Smith Co.
CRAYONART Crayons, American Crayon Co.
CRAYRITE Crayons, Milton Bradley Co.
CREME-O-WAX Polish, General Cement Mfg. Co.
CRESCENT Cardboard, Chicago Cardboard Co.
CRESCENT Dating Stamps, R. A. Stewart & Co.
CRESCENT Inks and Adhesives, Crescent Products Co.
CRESCENT Manifold Papers, Lafayette Co., Inc.
CRESCENT Sheet Holders, Wilson Jones Co.
CRESCENT Wire Recorders, Crescent Industries, Inc.
CRESCO Carbon Papers, Crescent Products Co.
CRE-SEPTIC Disinfectants, Theo. B. Robertson Products Co.
CREST Cork Bulletin Boards, N. Y. Silicate Book Slate Co.
CREST Fountain Pens, W. A. Sheaffer Pen Co.
CRESTEX Finger Paints, Palmer Show Card Paint Co., Inc.
CRESTLINE Steel Office Desks and Tables, Security Steel Equipment Corp.
CRETA-KOH-I-NOOR Pastels, Koh-I-Noor Pencil Co., Inc.
CROMWELL Pencils, Reliance Pencil Corp.
CRONCO Aluminum Desk Trays, Cronstoms Mfg. Co.
CROSS Gold and Silver Mechanical Pencils, A. T. Cross Pencil Co.
CROWFOOT Typewriter Ribbons, Old Town Corp.
CROWN Ash Trays, Smokers Stands, Smo-King Products, Inc
CROWN Dating and Numbering Stamps, R. A. Stewart & Co.
CROWN Folding Chairs and Display Racks, Crown Products Co.
CROWN Marking Brush Pens, R. A. Stewart & Co., Inc.
CROWN Penholders, Eagle Pencil Co.
CROWN Staple Puller and Envelope Opener, Kenworth Mfg. Co.
CROWN Waste Baskets, Ohio Can & Crown Co.
CRUSADER Pen and Pencil Sets, Waterman Pen Co., Inc.

CRUSADER Pencils, Richard Best Pencil Co., Inc.
CRYSTAL CLEAN Spirit Master Carbon, Crystal Copy Corp.
CRYSTAL COPY Duplicating Supplies, Crystal Copy Corp.
CRYSTAL-CLEAR Presentation Books, Elbe File & Binder Co., Inc.
CRYSTAL SEAL Name Plates, Gits Molding Corp.
CRYSTAL-PAK Transparent Products, Transparent Specialties Corp.
CUFF-ETTES Cuff Protectors, Anglers Products Co.
CUMMINS Perforators, Check Endorsers and Check Signers, Cummins-Chicago Corp.
CURMANCO Bank and Filing Supplies, Currier Mfg. Co.
CURRY Collators, J. Curry Mendes Corp.
CURTA Calculating Machine, Curta Calculator Co.
CUSHIONER Aluminum Posture Chairs, Remington Rand Inc.
CYCLE-MATIC Cycle Billing Desks, Remington Rand Inc.
CYCLO Daters, R. H. Smith Mfg. Co.
CYCLONE Automatic Feed, Slip Sheeter, Tab Puller, Addressing Machine & Equipment Co.
CYCLONE Paper Clips, Vail Mfg. Co.

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D-H Sheet Holders, Elbe File & Binder Co., Inc.
D. H. & D. Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
DS Files, All-Steel Equipment Inc.
D.T. Box Files, Globe-Wernicke Co.
DACO Filing Systems and Commercial Forms, Daco Card & Index Co.
DAHLIA Blotting Papers, L. Hyman & Sons
DAILY Calendar Pads, International Ticket Co.
DAILY PAPER Pencils, Blaisdell Pencil Co.
DAILY REMINDER Pads, American Pad & Paper Co.
DAILYWRITER Pencils, Jaclin Staty. Corp.
DAISY Furniture Cups, Schacht Rubber Mfg. Co.
DAISY INDESTRUCTIBLE Wire Letter and Waste Baskets, Massillon Wire Basket Co.
DALE Paper Fasteners and Washers, Edwin B. Stimpson Co.
DALTON Business Machines, Remington Rand Inc.
DALTON Sectional Post Binders, A. E. Boyce Co.
DAMASCUS Drawing Pencils, Richard Best Pencil Co., Inc.
DAMASK Blotting Papers, Joseph Parker & Son Co.
DAN-DEE Letter Trays, Bond Boxes and Waste Baskets, Erie Art Metal Co., Inc.
DAN-DEE Marking Crayons, Missouri Brush & Crayon Co.
DAN-DEE Office Machine Stands, Vanpe, Inc.
DANDY Box Files and Indexes, Hedges Mfg. Co.
DANDY Desk Sets and Pads, Stationers Specialty Co.
DANDY Envelope Sealers, Bainbridge, Kimpton & Haupt, Inc.
DANDY Gem Clips, Noesting Pin Ticket Co., Inc.
DANDY Hand Cleaner, Krayer Mfg. Co.
DANDY Paper Trimmers, Milton Bradley Co.
DANDY Pencil Sharpeners, Automatic Pencil Sharpener Co.
DANDY Storage Files, Dandy Storage File Co.
DANDY AGATE Card Trays, Hedges Mfg. Co.
DANN'S Blackboard Erasers, E. W. A. Rowles Co.
DARNELL Casters and Glides, Darnell Corp., Ltd.
DASHAPLATES Addressing Machine Plates, Dashew Business Machines, Inc.
DATERETTE Dating Machines, American Numbering Machine Co.
DATES-TO-BE-REMEMBERED Date Books, Nascon Products Division
DATES-TO-BE-REMEMBERED Gift and Card Books, Nascon Products Division
DAUB-A-CAPS Daubers and Caps, The Applicator Co.
DAUNTLESS Fountain Pens, Waterman Pen Co., Inc.
DAUNTLESS Ledger Paper, Gilbert Paper Co.
DAVENPORT Post Binders, The Federbush Co., Inc.
DAVIDS' Inks and Adhesives, Thaddeus Davids Ink Co., Inc.
DAVIDSON Folders and Offset Supplies, Davidson Corp.
DAVIDSON DUAL Duplicators, Davidson Corp.
DAVIDSON PAPER MASTER Offset Master Plates, Davidson Corp.
DAVOL Rubber Bands and Finger Cots, Davol Rubber Co.
DAVSON Bulletin Boards and Signs, A. C. Davenport & Son, Inc.
DAWN Ribbons and Carbons, Old Town Corp.
DAWN-AIRE Fresh Air Generators, Midwest Naturlite Co.
DAY BY DAY Diaries, Samuel Ward Mfg. Co.
DAY-AT-A-GLANCE Appointment Books, Nascon Products Division
DAY-BRITE Desk Lamps, Day-Brite Lighting, Inc.
DAYDEX Appointment Calendars, Wilson Memindex Co.
DAY-GLO Gummed Labels, Dennison Mfg. Co.
DAYLOCKER Safes, Valentine Safe & Lock Works.
DAYTON Electric Fans and Circulators, Dayton Electric Mfg. Co.
DAZOR Floating Lamps, Dazor Mfg. Co.
DEADLINE Pencils, J. S. Staedtler, Inc.
DEADLOCK Tag Fasteners, Vail Mfg. Co.
DEAN Ball-Point Pens, Dean Mfg. Corp.
DEAN Pencils, American Pencil Co.
DEB Ball-Point Pens, Fieldston Products Corp.
DEBONAIR Pencils, Reliance Pencil Corp.
DEBONAIRE Posture Chairs, Domore Chair Co.
DECI LOG LOG Slide Rules, Pickett & Eckel, Inc.
DECIPOINT Slide Rules, Pickett & Eckel, Inc.
DECKER FILE Box Files, Decker Metal Products, Inc.
DECLARATION Bond Paper, Marvin Envelope & Paper Co.
DECO Wood Ash Trays, File Boxes, Letter Trays, Decatur Industries, Inc.
DECORA Colors, F. Weber Co.
DEDUCTAX Withholding Tax Calculator, Remington Rand Inc.
DEEP-GLO Figurine Paints, Palmer Show Card Paint Co., Inc.
DEEP-TONE Billfolds, Enger-Kress Co.
DEE-REZ DDT Insecticide, Huntington Laboratories, Inc.
DEE-R-TEE Type Cleaning Tools, Safeguard Corp.
DEFENDER Paper Fasteners and Straight Pins, Oakville Co.
DEFENDER Safes, Protectall Safe Corp.
DEFENDER Wood Desks, The Globe-Wernicke Co.
DEFENSE Carbon Papers, A. P. Little, Inc.
DEFIANCE Blackboard Erasers, Beckley-Cardy Co.
DEFIANCE Dating, Stamps, R. A. Stewart & Co.
DEFIANCE Inkstands, Defiance Calendar & Stationery Co.
DEK-ALL Colors, American Crayon Co.
DELBRIDGE Interest Calculators and Withholding Tax Calculators, Delbridge Calculating Systems, Inc.
DEL-E-TAPE Eradicable Typewriter Ribbons, Aetna Products Co.
DE LONG Brass Pins, DeLong Hook & Eye Co.
DELTA Artists' Brushes, Delta Brush Mfg. Co.
DELTACHROMES Dye Transfers, Prints, West-Dempster Co.
DE LUXE Address Labels, Dennison Mfg. Co.
DE LUXE Binders and Posting Trays, Wilson Jones Co.
DE LUXE Hand-Mounted Globes, The Geo. F. Cram Co., Inc.
DE LUXE Ribbons and Carbons, Shipman-Ward Mfg. Co.
DE LUXE Steel Storage Cabinets, Beckley-Cardy Co.
DE LUXE Stencil Duplicators, Vari-Color Duplicator Co.
DE LUXE 100-YEAR Fountain Pens, Waterman Pen Co., Inc
DE LUXE DUR-ROL Platens, Shipman-Ward Mfg. Co.
DELUXE REVERSIBLE Chair Cushions, Comfort Cushion Co.
DELUXE ROYAL Chair Cushions, Comfort Cushion Co.
DE LUXE SECRETARIAL Typewriter Ribbons, L. C. Smith & Corona Typewriters, Inc.
DEMCO Library Supplies, Demco Library Supplies.
DEMURE Ball-Point Pens, Ritepoint Co.
DENNISON Labels, Tags, Etc., Dennison Mfg. Co.
DENOMINATOR Pay Roll Tabulator, The Denominator Co., Inc.
DENSIWOOD Densified Furniture Components, Lundstrom Laboratories, Inc.
DEPENDABLE Chairs, Stools and Stands, Dependable Mfg. Co.
DEPENDABLE Fountain Pen Desk Set, Sengbusch Self-Closing Inkstand Co.
DERBY Carbon Papers, Ronnie Products, Inc.
DERBY Sealers and Labelers, Derby Sealers, Inc.
DERMA-SAN Disinfectants, Huntington Laboratories, Inc.
DESK COMPANION Steel Files, Western Mfg. Co.
DESKAID Blotter Pads and Work Distributors, Ehlbert Products
DESKAID Calendars, Defiance Calendar & Stationery Co.
DESKAID Work Distributor, National Fiberstok Envelope Co.
DESKAL Desk Calendars, Defiance Calendar & Stationery Co.
DESKETTE Dip Pen Desk Sets, Sanford Ink Co.
DESKING Memo Trays and Inkstands, Sterling Plastics Co.
DESKIT Stamp and Label Dispensers, Salsbury Corp.
DESK SAFE Security Files, Lennox Metal Mfg. Co.
DESK-O-FILE Metal Desks, Steel Parts Mfg. Corp.
DESKSIDE Files, Weis Mfg. Co.
DETECTO Mail and Parcel Post Scales, Detecto Scales, Inc.
DET-EK-TOR Billfolds, Enger-Kress Co.
DEX Paper Trimmers, Dex Trimmer
DEXIGRAPH Photocopying Equipment, Remington Rand Inc.
DEXTER Pencil Sharpeners, Automatic Pencil Sharpener Co.
DIABOLO Copying Pencils, American Pencil Co.
DIAL Appointment Books, General Diaries Corp.
DIAL-A-KEY Keycases, Enger-Kress Co.
DIALIST Telephone Indexes, Bates Mfg. Co.
DIAL-TAPER Electric Gummed Tape Sealing Machine, Marsh Stencil Machine Co.
DIAMOND Inks and Adhesives, Diamond Ink & Adhesive Co.
DIAMOND BRAND Ribbons and Carbons, Miller-Bryant-Pierce.
DIAMOND-ARROW Chair Casters, The Bassick Co.
DIAMOND-VELVET Chair Casters, The Bassick Co.
DIANA Pencils and Leads, J. S. Staedtler, Inc.
DICTAPHONE Dictating Machines, Dictaphone Corp.
DICTATION Lead Pencils, J. S. Staedtler, Inc.
DICTATOR Typewriter Ribbons, Buckeye Ribbon & Carbon Co.
DICTEX Dictating Machine, Dictex Corp.
DICTOGRAPH Intercommunication Systems, Dictograph Products, Inc.
DIEBOLD Chests and Safes, Diebold, Inc.
DIEHL Electric Fans, Diehl Mfg. Co.
DIETZGEN Drafting Instruments and Supplies, Eugene Dietzgen Co.
DILL & COLLINS Papers, The Mead Sales Co., Inc.
DIPADAY Pens and Desk Sets, Sengbusch Self-Closing Inkstand Co.
DIP-LESS Writing Sets, The Esterbrook Pen Co.
DIPLOMA Pencils, American Pencil Co.
DIPWELL Desk Writing Sets, The Carter's Ink Co.
DIRECT NAME Folders, Yawman and Erbe Mfg. Co.
DIRECT VISION Filing Systems and Folders, Yawman and Erbe Mfg. Co.
DIRECTOR Desk Lamps, Industrial Lamp Corp.
DIRECTOR Pencils, Reliance Pencil Corp.
DIRECTOR Perpetual Wall Calendars, Finch & McCullough
DIRECTOR Ribbons and Carbons, The Carter's Ink Co.
DIRECTOR Staplers, E. H. Hotchkiss Co.
DIRECTOR Wood Letter Trays, Majestic Staty. Co.
DISC Maptacks, Hampden Mfg. Co.
DISC Rubber Erasers, Joseph Dixon Crucible Co.
DISPATCH Pencils, Wallace Pencil Co.
DISPATCH Steel Pens, C. Howard Hunt Pen Co.
DISPENSACARD File Card Dispenser, Wabash Filing Supplies, Inc.

DITTO Duplicators and Supplies, Ditto, Inc.
DITTO Pencil Sharpeners, Automatic Pencil Sharpener Co.
DIV-I-DEX File Drawer Dividers, Cel-U-Dex Corp.
DIXIE Filing Supplies, Southern Folder & Index Co., Inc.
DIXIE Inkstands, Bainbridge, Kimpton & Haupt, Inc.
DIXIE Paper Drinking Cups and Dispensers, Dixie Cup Co.
DIXIE Upholstery Leather, Eagle-Ottawa Leather Co.
DIXIE CHROME PRODUCTS Chrome Furniture, Dixie Chrome Products
DIXON Brass Fasteners, Dixon Research, Inc.
DIXON ENDURO Pencil Sharpener, Joseph Dixon Crucible Co.
DIXON ENDURO DRAFTSMAN Pencil Sharpener, Joseph Dixon Crucible Co.
DIXON POINTER Pencil Sharpener, Joseph Dixon Crucible Co.
DOALL Letter Opener, Buckens Mfg. Co.
DO-ALL Rubber & Cord Matting, American Mat Corp.
DOCKET BOND Typewriter Papers, Rockwell-Barnes Co.
DOCUMENT FILE Storage Cases, The Globe-Wernicke Co.
DOEHLER Metal Office Furniture, Doehler Metal Furniture Co., Inc.
DOLIN Filing Equipment, Dolin Metal Products, Inc.
DOLLARTIME Time Computer, The Hourmaster
DOME Income Tax and Bookkeeping Records, Dome Publishing Co., Inc.
DOMINATOR Safes, Diebold, Inc.
DOMINO Stencil Correction Fluid, Ronnie Products, Inc.
DOMORE Posture Chairs, DoMore Chair Co., Inc.
DONIE Wood Office Furniture, Donie Chair and Mfg. Co.
DOPP-BILT Leather Business Cases, Charles Doppelt & Co., Inc.
DOPP-CRAFT Leather Business Cases, Charles Doppelt & Co., Inc.
DOPP-KIT Travel Kits, Charles Doppelt & Co., Inc.
DORO Office Furniture, Doro Mfg. Co.
DORSON Toll Timers, Dorson Time Instruments Co.
DORSON, JR. Time Stamps, Dorson Time Instruments Co.
DOUBLE DECKER Writing Sets, Union Pencil Co., Inc.
DOUBLE FEATURE Pen and Pencil Desk Sets, Union Pencil Co., Inc.
DOUBLE POINT Marking Plates, Hampden Mfg. Co.
DOUBLE SERVICE Hectograph Trays, Hectographia Corp.
DOUBLECOAT Stencils, Shallcross Co., Inc.
DOUBLE-DECKER Photo and Autograph Albums, Ehlbert Products
DOUBLETOP File Folders, Filing Equipment Bureau, Inc.
DOUGH Rubber Erasers, Weldon Roberts Rubber Co.
DOUGLAS Ballot Boxes, Tables, Voting Booths, Douglas Mfg. Corp.
DOVERCLIFF Blackboard Chalk, American Crayon Co.
DOWN-EASE Leather Upholstered Furniture, Niemann, Inc.
DOWNEY Change Trays and Bank Supplies, C. L. Downey Co.
DOWNEY-JOHNSON Coin Counter, Johnson Fare Box Co.
DOWST Magazine and Catalog Binders, Dowst Bindery & Loose Leaf Co.
DR. SCAT Type Cleaner, Hand Cream and Plastic Cuffs, Dr. Scat Chemical Co.
DRAFTSMAN SPECIAL Pencil Sharpeners, Automatic Pencil Sharpener Co.
DRAGON Ribbons and Carbons, The Carter's Ink Co.
DRAUGHTING Pencils, Eagle Pencil Co.
DRAW-IN-DEX Blueprint File, Empire Development Corp.
DRAWING Steel Pens, C. Howard Hunt Pen Co.
DRAW-KLEEN Drawing Cleaner, Craftint Mfg. Co.
DRAWLET Pens, Esterbrook Pen Co.
DRAWRSTILE Storage Cases, The Kay-Dee Co.
DRAYFILE Metal Filing Cabinets, Dray Mfg. Co.
DREADNAUGHT Ledger and Bond Papers, Gilbert Paper Co.
DREADNOUGHT Staplers, Markwell Mfg. Co., Inc.
DREAM Ribbons and Carbons, U. S. Typewriter Ribbon Mfg. Co.
DRESNER Luggage and Leather Goods, S. Dresner & Son, Inc.
DRI-AIRE Dehumidifier, Berns Mfg. Corp.
DRI-FLO Brush Marking Pens, Stencil Brushes and Inks, Dri-Flo Mfg. Co.
DRI KLEEN Ribbons and Carbons, Kee Lox Mfg. Co., Inc.
DRI-INK Transparent Marking Colors, Floquil Products, Inc.
DRI-KWIK Stamp Pads and Inks, Fulton Marking Equipment Co.
DRI-LINE Marking Pens and Inks, Sanford Ink Co.
DRIMARQUETTE Marking Inks, The Irwin-Hodson Co.
DRIPAINT Marking Stick, Markwell Mfg. Co., Inc.
DRI-RITE Brush Pens and Marking Inks, Brownie Mfg. Co.
DRI-RITE Duplicator Ink, Ink Specialties Co.
DRIWOOD Office Partitions, Driwood Corp.
DROPFOLD Typewriter Desks, All-Steel Equipment Inc.
DROPOSITORY Money Depositories, Cramer Safe & Office Equipment Co.
DRY PEN Brush Pens, Markwell Mfg. Co., Inc.
DRY-HESIVE Masking and Mending Tapes, Gummed Tape & Devices Co.
DRY-TAB Package Sealers, Dry-Tab Package Sealer Co., Inc.
DRYTYPE Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
DU-ALL Pens, Holt Pen Co.
DUAL-JET Double Ended Pen, Jet Mfg. Co., Inc.
DU-ALL No. 144 Carbons & Ribbons, Kraus Ribbon & Carbon Co.
DUAL-LOC Post Binder, C. E. Sheppard Co.
DUALOCK Prong Binders, Wilson Jones Co.
DUALOG Slide Rules, Tavella Sales Co.
DUANE Blotting, Bond and Duplicator Papers, Wansco Paper Products Co., Inc.
DUBL-FRONT Expanding File Pockets, The Cooke & Cobb Co.
DUBLTOP Filing Folders, Filing Equipment Bureau
DUCHESS Carbons & Ribbons, Pres-To-Line Corp. of America
DUCHESS Illustration Board, National Card, Mat and Board Co.
DUHONEY 20 Folding Leg Mechanisms, Midwest Folding Products
DUK-IT Ash Trays, Sand Urns and Humidors, McDonald Products Corp.
DUKE Perpetual Calendars, Finch & McCullough
DUL-MAT Tracing Medium, Arthur Brown & Bro.
DUO Cabinet Locks, Illinois Lock Co.
DUO Ink Eradicator, Cardinell Corp.
DUODEX Pocket Telephone Indexes, Nascon Products Division
DUO-DUSTIN Dusting Paper, Munising Paper Co.
DUO-FAST Staplers, Gun Tackers and Staples, Fastener Corp.
DUO-LIFE Steel Type, James H. Matthews & Co.
DUOPHOTO Photocopying Equipment, Duophoto Corp.
DUOPOINT Mechanical Pencils, Scripto, Inc.
DUOPOST Double Compartment Envelopes, Tension Envelope Corp.
DUO-PURPOSE Labels, Eureka Specialty Printing Co.
DUO-RITER Combination Ball Pen-Pencil, Holt Pen Co.
DUO-TANG Brief Covers, Ellingsworth Mfg. Co.
DUOTONE Linoleum Tile, Bird & Son
DUO-TONE Wood Photo Albums, Stationers Specialty Co.
DUOTOP Filing Folders, Weis Mfg. Co.
DUPLEX Bookstands, Duplex Book Stand Co.
DUPLEX Calendars and Refills, Ever Ready Calendar Mfg. Co.
DUPLEX Ink-Pencil Erasers, Weldon Roberts Rubber Co.
DUPLEX Mechanical Pencils and Pencil-Knives, Duplex Pen & Pencil Co.
DUPLEX Memo Books, Boorum & Pease Co.
DUPLEX Periodical Binder, The C. E. Sheppard Co.
DUPLEX Posting Trays, Wilson Jones Co.
DUPLEX RECORDAK, Recordak Corp.
DUPLICOPY Duplicators and Supplies, Duplicopy Co.
DUPLI-FORM Duplicator Sets, Old Town Corp.
DUPLI-KIT Addresser & Printer, Heyer Corp.
DUPLIMAT Stencils, Addressograph-Multigraph Corp.
DUPLISTICKERS Gummed Labels, Eureka Specialty Printing Co.
DUPLI-TYPER Office Machine Attachments, Dupli-Typer Co.
DUPLITYPE Stencils and Inks, Duplicating Papers, Inc.
DUPLO Combination Pen and Pencil, Hutcheon Bros.
DUPLO Duplicating Paper, Rockwell-Barnes Co.
DURA Type and Foils, Franklin Mfg. Corp.
DURA-CLIP Clips and Clipboards, Dura-Clip Co., Inc.
DURABILITY Index Cards and Guides, C. L. Barkley & Co.
DURABILT Minute Books, Stationers Loose Leaf Co.
DURABLE Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
DURABUL County Record Binders, Wilson Jones Co.
DURACROME Fountain Pen Nibs, Esterbrook Pen Co.
DURA-FIBRE Vertical File Pockets, Smead Mfg. Co.
DURALEX Check and Passbook Covers, Coast Book Cover Co.
DURAMARK Paint Crayons, Eberhard Faber Pencil Co.
DURAN Plastic Upholstery, Masland Duraleather Co.
DURARCO School Bags, A. Reif & Co.
DURA-SEAL Adhesive Back Acetate, Morilla Co., Inc.
DURASHIELD In-and-Out Time Boards, Plastic Fabricators Co.
DURASOL Plastic-Coated Fabric, Masland Duraleather Co.
DURATAB File Folders, Oxford Filing Supply Co.
DURATEX Bulletin Boards, E. W. A. Rowles Co.
DURATEX File Folders, C. L. Barkley & Co.
DUREL Drawing Crayons, Binney & Smith Co.
DURHAM Steel Cash and Bond Boxes, The Durham Mfg. Co.
DURHAM LINE Folding Metal Chairs, Durham Mfg. Corp.
DURITE BRAND Carbon Papers, Miller-Bryant-Pierce.
DURO Linoleum Desk Pads, Polar Mfg. Co.
DURO DECALS Decalcomania Transfers, Duro Decal Co., Inc.
DURO-FLEX Carbon Papers, Waters & Waters Branch.
DUROGRAPHIC Ink Paper, Autographic Register Co.
DUROL Type Cleaner, Reliance Pencil Corp.
DUROLEAD Carbon Copy Pencils, Reliance Pencil Corp.
DUROPLATE Blackboards, E. W. A. Rowles Co.
DURO-RIM Binders, Master-Craft Corp.
DUR-ROL Synthetic Rubber Platens, Shipman-Ward Mfg. Co
DUSTLESS Brushes, Milwaukee Dustless Brush Co.
DU-VAR Decalcomanias, National Decalcomania Corp.
DUWACO BRAND Duplicating Inks, Dunham-Watson Co.
DUZITAL Coin Wrappers, C. L. Downey Co.
DYNAGRAPH Stencil Duplicator, Dansen Co.

E

E-K Leather Goods, Enger-Kress Co.
E.M. Scrubbing Compounds, Huntington Laboratories, Inc.
EOG Office Furniture, Herman Miller Furniture Co.
EP Duplicating Fluid, Schwartz Chemical Co.
ER-2 Gold Stamping Machines, Roberts, Cushman & Co.
E-Z Interest Tables, Twentieth Century Co.
E-Z EASEL Display Binder, McMillan Book Co.
E-Z-FRISKET Gummed Papers, Arthur Brown & Bro.
E-Z GRIP Parallel Straightedges, Engineering Mfg. Co.
E-Z OPEN Brief Bags, Cases, Standard Brief Case Co., Inc.
E-Z OUT Carbon Set Forums, Uarco, Inc.
E-Z SLIDE Card and Ticket Holders, Cooks', Inc.
E-Z SET Office Partitions, American Store Equipment and Construction Corp.
E-Z SORT Card Sorting Systems, E-Z Sort Systems, Ltd.
E.Z.C. Price Ticket Sets, Franklin Mfg. Corp.
E-Z DIAL Tax Computers, Consolidated Business Systems, Inc.
E-Z TRIP Salesbooks, Shelby Salesbook Co.
EAGLE Art Calendars, Skinner & Kennedy Co.
EAGLE Clip Files, Yawman and Erbe Mfg. Co.
EAGLE Desk Lamps, Eagle Electric Mfg. Co., Inc.
EAGLE Fountain Pens, Eagle Pencil Co.
EAGLE Ledgers and Loose Leaf Holders, National Blank Book Co.
EAGLE Letter Files, Acme Letter File Corp.
EAGLE-A Typewriter Papers, American Writing Paper Corp.

EAGLE BRAND Typewriter Ribbons, American Ribbon & Carbon Co., Inc.
EAGLE EYE Carbon Papers, Phillips Ribbon & Carbon Co., Inc.
EAGLE-GRIP Loose Leaf Binders, Le Febure Corp.
EASEL Stenographic Notebooks, Rockwell-Barnes Co.
EAST Sign Marker Sets, R. H. Smith Mfg. Co.
EASY Secretarial Desk Mechanisms, St. Louis Hardware Mfg. Co.
EASY Sign Markers, R. H. Smith Mfg. Co.
EASY SNAP Transfer Files, Strayer Coin Bag Co.
EASY-LIFT Secretarial Desk Mechanisms, St. Louis Hardware Mfg. Co.
EASYREST Posture Chairs, Metal Office Furniture Co.
EASYTYPE Rubber Keytops, Victor Adding Machine Co.
EATON Letter Papers, Eaton Paper Corp.
EAZYMARK Marking Crayons, St. Louis Crayon & Handle Co.
EAZY-VISION Desk Lamps, Bainbridge, Kimpton & Haupt, Inc.
EBCO Wall Water Fountains, Ebco Mfg. Co.
EBERHARD FABER Rubber Bands, Eberhard Faber Pencil Co.
EBON-DURA Black Fibre File Folders, Sell Corp.
EBONY Drawing Pencils, Eberhard Faber Pencil Co.
EBONY BLACK Stencil Inks, James H. Matthews & Co.
ECHO Typewriter Ribbons, Allied Carbon & Ribbon Mfg. Corp.
ECLIPSE Box Files, The Globe-Wernicke Co.
ECLIPSE Duplicating Inks, Peerless Ink Corp.
ECLIPSE Erasers, Joseph Dixon Crucible Co.
ECLIPSE Inks, Binney & Smith Co.
ECLIPSE Paper and Stationery, Kurtz Bros.
ECLIPSE Sectional Post Binders, A. E. Boyce Co.
ECLIPSE Time Stamps, A. D. Joslin Mfg. Co.
ECO Duplicator Inks, Vari-Color Duplicator Co.
ECO Watchmens Clocks, Detex Watchclock Corp.
ECOA Nameplates, Etching Co. of America
ECONDEX Paper Towels, Northern Paper Mills.
ECONOCHAIR Metal Side Chairs, Griggs Equipment Co.
ECONO-FORM Office Furniture, Kenwood Corp.
ECONOMIC Casters, Hamilton Caster & Mfg. Co.
ECONOMIQUE Typewriter Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
ECONOMY Blackboard Erasers, E. W. A. Rowles Co.
ECONOMY Bookcases, The Globe-Wernicke Co.
ECONOMY Carbon Papers, The Buckeye Ribbon & Carbon Co.
ECONOMY Dry Stencils, The Heyer Corp.
ECONOMY File Folders, Southern Paper Products Co., Inc.
ECONOMY Floor Coverings and Runners, Bird & Son
ECONOMY Mailing Bags, Bemis Bros. Bag Co.
ECONOMY Office and School Desks, Wells Furniture Mfg. Co.
ECONOMY Paper, Pads and Notebooks, American Pad & Paper Co.
ECONOMY Partitions, Store Fixtures, Weber Showcase & Fixture Co., Inc.
ECONOMY Postal Scales, I.D.L. Mfg. & Sales Corp.
ECONOMY Price Books, A. E. Boyce Co.
ECONOMY Sectional Post Binders, Stationers Loose Leaf Co.
ECONOMY Sign Markers, R. H. Smith Mfg. Co.
ECONOMY Steel Letter Files, Goodfrend Metal Products Co.
ECONOMY Storage Files, Pronto File Corp.
ECONOMY T-Squares, Engineering Mfg. Co.
ECONOMY Transfer Binders, Henry T. Adams Mfg. Co.
ECONOMY Typewriter Stands, Toledo Metal Furniture Co.
ECONOMY Wood Storage Cabinets, Beckley-Cardy Co.
ECONOMY SUITE Matched Office Furniture, Hoosier Desk Co.
ECONO-PAK Autographic Registers and Forms, Econo-Pak Register Co.
ECONO-RITE Manifold Books, Carbonized Paper Co.
ECONOTAB Celluloid Insertable Guides, Yawman and Erbe Mfg. Co.
ECON-O-TYPE Typewriter Billing Attachment, Autographic Register Co.
EDDYSTONE Steel Pens, C. Howard Hunt Pen Co.
EDEN Executive Swivel Chairs, Carlton-Surrey, Inc.
EDEXCO Chart Paper, In-and-Out Registers, Bulletin Boards and Map Pins, Educational Exhibition Co.
EDGELESS Pencils, American Pencil Co.
EDIPHONE Dictating Machines, Thomas A. Edison, Inc.
EDITOR Pencils, Eberhard Faber Pencil Co.
EDMAR Rubber Stamp Kits, Edmar, Inc.
EDO-KING Marking Pencils, Monarch Pencil Co.
EDUCATOR Wax Crayons, Joseph Dixon Crucible Co.
EFF & C Steel Posture Chairs, The Fritz-Cross Co.
EFFICIENCY Autographic Registers, Business Systems and Forms, The Egry Register Co.
EFFICIENCY Gelatin Roll Duplicators, The Heyer Corp.
EFFICIENCY Pads, Tablets and Adding Machine Rolls, American Pad & Paper Co.
EGYPTIAN Mucilage, Levison & Blythe Mfg. Co.
EHRLICH OF GRAND RAPIDS Upholstered Furniture, Grand Rapids Leather Furniture Co.
EICOR Tape Recorders, Eicor, Inc.
EIFFEL Chamois, Schroeder & Tremayne, Inc.
ELASTICHUCK Aluminum Drafting Pencils, Winslow Product Engineering Corp.
ELASTI-GLASS Plastic Billfolds, S. Buchsbaum & Co.
ELBE Binders and Loose Leaf Devices, Elbe File & Binder Co.
ELDORADO Pencils, Joseph Dixon Crucible Co.
ELECTION Colored Pencils, Joseph Dixon Crucible Co.
ELECTRIC Paper Pads, American Pad & Paper Co.
ELECTROFILE Card Index Systems, Johnson Fare Box Co.
ELECTRONIC Pencils and Leads, Eagle Pencil Co.
ELECTRONIC SECRETARY Telephone Answering Device, Electronic Secretary Distributors, Inc.
ELECTRONIC VOICE WRITER Voice Recorders, Thomas A. Edison, Inc.
ELEVATOR Desk Pen Sets, Esterbrook Pen Co.
ELF Pencils, Koh-I-Noor Pencil Co., Inc.
E-LINE Calendars, Skinner & Kennedy Co.
E-LINE Posture Chairs, Harter Corp.
ELITE Address and Guest Books, Samuel Ward Mfg. Co.
ELITE Transfer Cases, Top Flight Products Co., Inc.
ELITE TRU-PACK Autographic Registers, Egry Register Co.
ELK BOND Carbon Papers, Miller-Bryant-Pierce.
ELK BRAND Typewriter Ribbons, Miller-Bryant-Pierce.
ELLIOTT Addressing Machines and Supplies, Elliott Addressing Machine Co.
ELLIOTT Drawing Materials, B. K. Elliot Co.
ELLIPTIC Rubber Erasers, Weldon Roberts Rubber Co.
ELSANE Desk Accessories, Sainberg & Co., Inc.
ELSON Lumber Marking Crayons, St. Louis Crayon & Handle Co.
EMBASSY Ledgers, The Federbush Co., Inc.
EMBECO Wax Crayons and Paste, Milton Bradley Co.
EMBLEM Colored Pencils, Reliance Pencil Corp.
EMECO Aluminum Chairs, Emeco Corp.
EMBOSOGRAPH Sign-Making Machines, Embosograph Corp. of America.
EMERALD Pencil Eraser, Eberhard Faber Pencil Co.
EMERALD Typewriter Ribbons, L. C. Smith & Corona Typewriters, Inc.
EMERALITE Desk Lamps and Smokers, Emeralite Co., Inc.
EMERSON-ELECTRIC Fans, Emerson Electric Mfg. Co.
EMINENCE BOND Typewriter Papers, Eaton Paper Corp.
EMPIRE Drawing Instruments, Chas. Bruning Co., Inc.
EMPIRE Salesmen's Catalog Binders, The Federbush Co.
EMPIRE Steel Filing Cabinets, Yawman and Erbe Mfg. Co.
EMPIRE Wood Office Furniture, Hoosier Desk Co.
EMPIRE CITY Thumb Tacks, Hampden Mfg. Co.
EMPRESS Ribbons and Carbons, Peerless-Imperial Co., Inc.
ENAMELED Graphite Crayons, St. Louis Crayon & Handle Co.
ENAMELED-HEAD Thumb Tacks and Paper Fasteners, Hampden Mfg. Co., Inc.
END-BOUND Columnar Books, National Blank Book Co.
ENDFOLDS File Folders, Remington Rand Inc.
ENDICATOR Staples, Bates Mfg. Co.
ENDORSOGRAPH Check Endorsing Machines, Commercial Controls Corp.
ENDURAROC Blackboards, E. W. A. Rowles Co.
ENGER-KRESS Leather Goods, Enger-Kress Co.
ENGRAVED AUTOGRAPHS Metal Name Plates, Metalcraft, Inc.
ENGROSSING Inks, Higgins Ink Co., Inc.
ENNIS Tags and Salesbooks, Ennis Tag & Salesbook Co.
ENSEMBLE Rubber Erasers, Weldon Roberts Rubber Co.
ENSIGN Perpetual Calendars, Finch & McCullough
ENVELOCK Envelope Fasteners, Ames Safety Envelope Co.
ENVEL-OPENER Hand Letter Openers, Sterling Plastics Co.
ENVOY Ring Binder, Shank Leather Goods Co.
EQUIPOISE Stencil File Books, Ronnie Products, Inc.
EQUIPTO Parts Bins, Steel Shelving and Stock Carts, Equipto Div., Aurora Equipment Co.
EQUI-PRESSURE Paper Grips, Copy Right Mfg. Corp.
EQUITY Bond Analysis Paper, Columnar Pads, Yerg, Inc.
ERADO Ink Eradicator, Cardinell Corp.
ERASAGUARD Erasure Pads, Kee Lox Mfg. Co.
ERASALL Erasers, Eagle Pencil Co.
ERASIT Gum Erasers, Joseph Dixon Crucible Co.
ERAZOL India Ink Remover, Cardinell Corp.
EREBE Water Colors and Illustration Board, Nobema Products Corp.
EROS Pencils, Koh-I-Noor Pencil Co.
ERROR-NO Copyholders, Hall-Welter Co., Inc.
ERSCO Order Books and Sales Books, Ersco
ESCO Paper Roll Specialties and Index Cards, Eastern Specialties, Inc.
ESCORT Bond, Ledger and Machine Posting Papers, L. L. Brown Paper Co.
ESCORT Hand Trucks, Associated Services
ESQUIRE Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
ESSAY Pencils, General Pencil Co.
ESSCO Steel Shelving, Lockers and Cabinets, Electric Service Mfg. Co.
ESSEX Post Binders, National Blank Book Co.
ESTERBROOK Steel Pens, Fountain Pens and Mechanical Pencils, Esterbrook Pen Co.
ESTERCROME Steel Pens, Esterbrook Pen Co.
ESTEX Inks, Scriptex Products Co., Inc.
ETCHO Etching Inks, Superior Marking Equipment Co.
ETERNO Indelible Pencils, Joseph Dixon Crucible Co.
EUREKA Blackboard Erasers, Beckley-Cardy Co.
EUREKA Columnar Sheets, Eureka Blank Book Co.
EUREKA Copying Baths, Cloths, Eureka Blotter Bath Co.
EUREKA Labels and Albums, Eureka Specialty Printing Co.
EUREKA Post Binders, Stationers Loose Leaf Co.
EUREKA Ribbons and Carbons, Mittag & Volger, Inc.
EVABRITE Mirrors, Semon Bache & Co.
EVALAST Mirrors, Semon Bache & Co.
EVANS' Adhesives, The Commercial Paste Co.
EVANS' Gathering Racks and Sorters, Evans Specialty Co.
EVANSTIK Book Repair Paste, The Commercial Paste Co.
EVA-PRESS Rubber Stamp and Plate Making Machine, American Evatype Co.
EVER READY Desk Calendars and Pads, Ever Ready Calendar Mfg. Co.
EVER READY Moisteners and Gummed Tape Sealers, Ever Ready Label Corp.
EVER READY Payroll Systems, Bates Accounting Forms Co., Inc.
EVERBEST Ribbons and Carbons, Consolidated Ribbon & Carbon Co.
EVERBRIGHT Poster Colors, Nobema Products Corp.
EVERBRITE Stainless Steel Pens, Spencerian Pen Co.
EVER-CLEAN Pocket Protectors, Hurley Smith
EVEREADY Gelatin Sheet Duplicators, Hectographia Corp.
EVERGRIP Mucilage, American Crayon Co.
EVERHANDY Pencil Sharpeners and Bulldog Clips, C. Howard Hunt Pen Co.
EVERHOT Electric Burning Brands, Everhot Mfg. Co.
EVER-LAST Ball-Point Pens, Everlast Pen Corp.
EVERLASTING Carbon Papers and Ribbons, Remington Rand Inc.
EVERLASTING Index Tabs, Yawman and Erbe Mfg. Co.
EVER-READY Motor Record Books, John J. Ward, Inc.
EVERSHARP Fountain Pens and Mechanical Pencils, Eversharp, Inc.
EVERSHARP Shears and Scissors, Acme Shear Co.

EVER-THERE Slide Rules, Keuffel & Esser Co.
EVERTHIN Erasers, Eberhard Faber Pencil Co.
EVERY DAY Files, Globe-Wernicke Co.
EVIDENCE BOND Typewriter Papers, Hampshire Paper Co.
EXACT Bond, Duplicator, Ledger, Mimeo Bond Paper, Wausau Paper Mills Co.
EXACTO Architects' Triangles and Curves, Turner Devices, Inc.
EXCEL Pin Tickets and Tags, Dancyger Mfg. Co.
EXCELL Brief Binders, C. E. Sheppard Co.
EXCELLENCE Colored Pencils, Wallace Pencil Co.
EXCELLO Lecturers Chalk, American Crayon Co.
EXCELLO Post Binders, Stationers Loose Leaf Co.
EXCELLO Spirit Duplicator Fluid, Miller-Bryant-Pierce
EXCELSIOR Colored Lead Pencils, Reliance Pencil Corp.
EXCELSIOR Diaries, National Blank Book Co.
EXCELSIOR Rubber Stamp Pads, B. G. Volger Mfg. Co.
EXCELSIOR Tracing Cloth, Keuffel & Esser Co.
EXEC-U-TAB Letter Trays, Aluminum Desk Accessories Co. Inc.
EXECUTARY Wood Desks, Annike Sales & Equipment Corp.
EXECUTIVE Checkwriters, Marcy F. Roderick Co.
EXECUTIVE Conference Desks, The Leopold Co.
EXECUTIVE Desk Classifiers, The Cooke & Cobb Co.
EXECUTIVE Desk Files, Quality Park Envelope Co.
EXECUTIVE Fluorescent Desk Lamps, Globe Lighting Products Co.
EXECUTIVE Letter Trays, Polar Mfg. Co.
EXECUTIVE Metal Waste Baskets, Ohio Can & Crown Co.
EXECUTIVE Moisteners, A. C. Hummel Co.
EXECUTIVE Pencils, Joseph Dixon Crucible Co.
EXECUTIVE Ribbons and Carbons, A. P. Little, Inc.
EXECUTIVE Refrigerator Bars, Tri Boro Enterprises, Inc.
EXECUTIVE Staplers, Markwell Mfg. Co., Inc.
EXECUTIVE Steel Waste Baskets, Nu-Craft Products Co.
EXECUTIVE FURNITURE Office Furniture, Executive Furniture, Inc.
EXECUTONE Intercommunication Systems, Executone, Inc.
EXECUTOR Chairs, Shepherd Chair Co.
EXELL Adding Machine Rolls and Onion Skin Papers, Rockwell-Barnes Co.
EXEL-O-CRAFT Advertising Specialties, Skinner & Kennedy Co.
EXERCISE Pencils, General Pencil Co.
EX-IT Hand Cleansing Cream, Phillips Process Co., Inc.
EXPANDEX Indexes and Inserts, Shaw-Walker Co.
EXPANDING INDEX Card Guides, Yawman and Erbe Mfg. Co.
EXPANDO Brief and Zipper Cases, Thomases & Co.
EXPANDO M. B. Binders, Wilson Jones Co.
EXPEDITE Mimeo Bond and File Folders, Rockwell-Barnes Co.
EXPERT Daters, R. H. Smith Mfg. Co.
EXPERT Pencils, American Pencil Co.
EXPORT SPECIAL Carbon Papers, Kee Lox Mfg. Co., Inc.
EXPRESS Gummed Tape Moisteners, Better Packages, Inc.
EXTENDA PHONE Telephone Bracket, Glidex Corp.
EXTRA ADHESIVE Mucilage, Thaddeus Davids Ink Co., Inc.
EXTRA BLACK Pencils, J. S. Staedtler, Inc.
EXTRA FINE Steel Pens, Eagle Pencil Co.
EXTRA QUALITY Carbon Papers, The Buckeye Ribbon & Carbon Co.
EYE EZE Ledger and Posting Trays, Konko Sales Co.
EYE-AID Index Record Cards, The Globe-Wernicke Co.
EYE-EASE Paper and Accounting Forms, National Blank Book Co.
EYE-EZE Stencils, American Stencil Mfg. Co.
EYESAVER Rulers, Seneca Novelty Co., Inc.
EYETINT Notebooks, Rockwell-Barnes Co.
EZEFILES Desk Files, Weis Mfg. Co.
EZEON Paper Clips, Acco Products, Inc.
EZERASE Fillers, Paper and Tablets, American Pad & Paper Co.
E-Z-SLIDE Card and Ticket Holders, Cooks' Inc.
E-Z-STAC Letter Trays, Bainbridge, Kimpton & Haupt, Inc.
EZY-FOLD Folding Benches, James P. Luxem Co.
EZYINDEX Tabs and Index Systems, Ezyindex Products Co.
EZY PULL Carbon Papers, Miller-Bryant-Pierce.
EZY-RASE NUCITE Glass Blackboards, N. Y. Silicate Book Slate Co.
EZY-RUG Rubber Matting, American Mat Corp.

F

F. & E. Check Protectors and Inks, Hedman Co.
F. B. Loose Leaf Holders, Speed Products Co., Inc.
F-C Steel Posture Chairs, Fritz-Cross Co.
F.E.B. Strip Indexes, Filing Equipment Bureau.
FSS Leather Upholstered Furniture, Frank Scerbo & Sons, Inc.
FABRIHIDE Memo Books, Eureka Blank Book Co.
FACILITY Posture Chairs, The Fritz-Cross Co.
FACIT Calculators, Facit, Inc.
FAC-SIMILE Copying Pencils, Blaisdell Pencil Co.
FACSIMILE Duplicating Supplies, Duplicating Papers, Inc.
FAIR DEAL Bond Papers, L. Hyman & Sons.
FAIRCHILD COPY-ROLL Photocopy Equipment, Fairchild Aerial Surveys, Inc.
FAIRWAY Staplers and Staples, Markwell Mfg. Co., Inc.
FALCON Art Calendars, Skinner & Kennedy Co.
FALCON Rulers and Scales, American "falcon" Mfg. Corp.
FALCON Sectional Post Binders, A. E. Boyce Co.
FALCON Steel and Silver Steel Pens, Eagle Pencil Co.
FALCON Steel Pens, C. Howard Hunt Pen Co.
FAMLIFYLE Home Record Files, Weis Mfg. Co.
FAMOUS Chair Glides, Rice Caster Co.
FAN PAK Fanfold Forms, Atlantic Register Co.
FANETTE Portable Fans, Fresh'nd Aire Co.
FANFOLD Gummed Labels, Globe-Wernicke Co.
FARIES Desk Lamps, Faries Division
FARM FACTS Bookkeeping Systems, Wilson Jones Co.
FASCO Electric Fans, Fasco Industries, Inc.
FAST MAIL Receipt Books, C. R. Gibson & Co.
FASTBRITE Duplicating Paper, Copy Papers Sales & Service Agency, Inc.
FASTEX Rubber Cement, S. S. Artist Materials, Inc.
FASTIK Adhesives, W. I. Davids & Co.
FAST-SEALED Brief Covers, Cooke & Cobb Co.
FAST-TO-FILE Filing Units, The Kay-Dee Co.
FATTOR Elapsed Time Computor, Fattor Mfg. Co.
FAULTLESS Binders and Filing Supplies, Stationers Loose Leaf Co.
FAULTLESS Casters and Glides, Faultless Caster Corp.
FAUST Pencils, Koh-I-Noor Pencil Co., Inc.
FAVOR Artists' Materials, Favor, Ruhl & Co.
FAV-O-RITE Rubber Cement, Favor, Ruhl & Co.
FAVORITE Filing Supplies, Desk Classifiers and Clipboards, Cooke & Cobb Co.
FA-VO-RITE Scratch Pads, Fay Paper Products, Inc.
FAVORITE Slide Rules and Crayons, Keuffel & Esser Co.
FAWN Duplicating Supplies, Fawn Brands, Ltd.
FAYMUS Rubber Stamps and Inks, Bankers & Merchants, Inc.
FEATHERLITE Luggage, Warren Leather Goods Co.
FEATHER-MARK Marking Pens and Inks, Mutual Paper Co., Inc.
FEATHERTOUCH Denominators, Denominator Co., Inc.
FEATHERTOUCH Typewriter Keys, Munson Supply Co.
FEATHERTOUCH Writing Points, W. A. Sheaffer Pen Co.
FEATHERWEIGHT Autographic Registers, Uarco, Inc.
FEATHERWEIGHT—40 Carbon Papers, Kee Lox Mfg. Co., Inc.
FEATHERWEIGHT Numbering Machines, Bates Mfg. Co.
FEATHERWEIGHT Pocket Seal Presses, R. H. Smith Mfg. Co.
FEATHERWEIGHT Reading Glasses, Edroy Products Co.
FEATHERWEIGHT Ring Memos and Wallets, Trussell Mfg. Co.
FEATHERWEIGHT Rulers, Westcott Rule Co.
FEATHERWEIGHT Staplers, Markwell Mfg. Co., Inc.
FEATURE BOND Typewriter Papers, Rockwell-Barnes Co.
FEDERAL M. B. Binders, Wilson Jones Co.
FEDERAL Cash Registers, Federal Cash Register Co.
FEDERBUSH Binders and Covers, The Federbush Co., Inc.
FEDRALITE Type Cleaner, Federal Mining & Mfg. Co.
FEDRALUBE Typewriter Oil, Federal Mining & Mfg. Co.
FEDRATONE Typewriter Cleaning Solution, Federal Mining & Mfg. Co.
FEDRITE Platen Cleaner, Federal Mining & Mfg. Co.
FEDRON Platen Reconditioners, Federal Mining & Mfg. Co.
FELDCO Ring and Zipper Ring Binders, Feldco Loose Leaf Corp.
FELT-POINT Fountain Brush Pens, Marsh Stencil Machine Co.
FENT-ONAMEL Labels, Fenton Label Co., Inc.
FERMUS Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
FERRIS Rotary Card Files, Ferris Business Equipment, Inc.
FERRIS Tape Pistols, Ferris Products, Inc.
FEUDAL OAK Leather Chairs and Sofas, Jamestown Lounge Co.
FIBERBILT Sample Cases, Fiberbilt Sample Case Co., Inc.
FIBERHYDE Brief Covers, National Fiberstok Envelope Co.
FIBERKOTE Brief Covers and Card Index Sets, National Fiberstok Envelope Co.
FIBEROK Wastebaskets, Bainbridge, Kimpton & Haupt, Inc.
FIBEROPE Expanding Wallets and File Pockets, Ames Safety Envelope Co.
FIBERSTOK Brief Covers and Filing Supplies, National Fiberstok Envelope Co.
FIBERTEX Expanding Envelopes and File Pockets, Josephson Mfg. Corp.
FIBER-VELOPE Filing Supplies and Wallets, American Fiber-Velope Mfg. Co.
FIBRCAN Waste Baskets, Plycraft Corp.
FIBRE FORM Waste Baskets, The Fibre Forming Corp.
FIBROTECTS Floor Mats, Sainberg & Co., Inc.
FIDELITY Onion Skin Papers, Esleeck Mfg. Co.
FIELDSTON Ball Pens, Fieldston Products Corp.
FIGUREMASTER Calculators, Marchant Calculators, Inc.
FIGUREMATIC Calculators, Marchant Calculators, Inc.
FIGURINE Painting Sets, Palmer Show Card Paint Co., Inc.
FILAWAY Personal Files, Lennox Metal Mfg. Co.
FILE CADDY Steel Deskside Files, Amberg File & Index Co.
FILE-A-CARD Business Card Files, Redigraph, Inc.
FILE-A-CHECK Check File, Regal & Wade Mfg., Inc.
FILCONSEAL Furniture Polish, Nelsonite Chemical Products, Inc.
FILECRAFT Steel Files, Automatic File & Index Co.
FILE-IT Personal File, Regal & Wade Mfg., Inc.
FILEMASTER Plastic Card Files, Brushmakers, Inc.
FILE-RITE Folders and Guides, Filequipment Corp. of America.
FILESTOOL Metal Filing Stools, Kol, Inc.
FILEX Filing Supplies, Dunleavy Co.
FILL-O-MATIC Fountain Pens, Argo Pen-Pencil Co.
FILM-A-RECORD Microfilming Equipment, Remington Rand Inc.
FILMGRAPH Sound Recorders, Miles Reproducer Co., Inc.
FILMO Microfilming Equipment, Burroughs Adding Machine Co.
FI-LOX Expanding Envelope Fasteners, National Fiberstok Envelope Co.
FILT-R-FAN Filtered Air Units, Meier Electric & Machine Co.

◄ SEE PAGES 5 TO 23 FOR ADDRESSES OF MANUFACTURERS ►

FINAL-LINE Carbon Paper, Peerless-Imperial Co., Inc.
FINCH Pencils, Wallace Pencil Co.
FINDIT Filing Systems, C. L. Barkley & Co.
FINE ARTS Rubber Erasers, Eagle Pencil Co.
FINE FALCON Steel Pens, C. Howard Hunt Pen Co.
FINE WRITING Penholders, Eberhard Faber Pencil Co.
FINELINE Pens, Pencils, Leads, Erasers and Desk Sets, W. A. Sheaffer Pen Co.
FINE-REST Aluminum Office Chairs, Aluminum Seating Corp.
FINERPOINTE Mechanical Pencils, Hutcheon Bros.
FINEST Artists' Materials, M. Grumbacher, Inc.
FINEST Pencils, General Pencil Co.
FINGER PRINT Stamp Pads, Superior Marking Equipment Co.
FINGERTIP Fountain Pens, Moore Pen Co.
FIRE MASTER Insulated Files, Victor Safe & Equipment Co., Inc.
FIRE WALL Steel Files, Yawman and Erbe Mfg. Co.
FIREFILE Fireproof Filing Cabinets, Shaw-Walker Co.
FIREFLY Reading Glasses, Swift & Anderson, Inc.
FIRMA-GRIP Paste, Binney & Smith Co.
FIRST YEAR Pencils, Blaisdell Pencil Co.
FISHER Ball Pens, Fisher Pen Co.
FIVE-IN-ONE Income Tax Records, Bainbridge, Kimpton & Haupt, Inc.
FIVE-PRONG Loose Leaf Folders, C. L. Barkley & Co.
FIXATIF Charcoal Drawing Fixative, F. Weber Co.
FLAGSHIP Carbon Papers and Ribbons, Allied Carbon & Ribbon Mfg. Corp.
FLAME-GUARD Insulated Files, Guardsman Safe Co.
FLAMINGO Desk Lamps, Industrial Lamp Corp.
FLAMINGO Pencils, Joseph Dixon Crucible Co.
FLARE Butane Lighters, Quick Point Pencil Co.
FLASH Box Openers, Flash Box Opener Co., Inc.
FLASH Fountain Pen Sets, Union Pencil Co., Inc.
FLASH Post Binder Markers, Perma Products Co.
FLASH DRY Rubber Stamp Inks, Superior Marking Equipment Co.
FLASH TAPE Moisteners, Lipton Mfg. Co., Inc.
FLASH-A-CALL Intercommunication Systems, Inter-Communication System of America.
FLASH-DRI Stamp Pad Inks, Cardinell Corp.
FLASH-LOK Binders, Elbe File & Binder Co., Inc.
FLAT-IRON Carbon Papers, U. S. Typewriter Ribbon Mfg. Co.
FLAT MAILER Legal Envelopes, Tension Envelope Corp.
FLAT-OPENING Ledger Paper, McMillan Book Co.
FLATPAKIT Register Forms, Moore Business Forms, Inc.
FLATPAX Fanfold Forms, Hamilton Autographic Register Co.
FLAT-RITE Visible Binder, The C. E. Sheppard Co.
FLEET MAILOPENER Envelope Opener, Haldon Mfg. Co., Inc.
FLEXADOR Smoking Stands, Smokador Mfg. Co., Inc.
FLEXARM Desk Lamps, Flexo International Corp.
FLEXI Bookcases, Storage Cabinets, Borroughs Mfg. Co.
FLEXI-BILT Bin Units, Berger Mfg. Div.
FLEXIBLE Binders, A. E. Boyce Co.
FLEXIBLE Notebooks, Elbe File & Binder Co., Inc.
FLEXIBLOCK File Follow Blocks, Remington Rand Inc.
FLEXI-COVER Brief Covers, Wilson Jones Co.
FLEXI-FILE File Sectioning Device, Remington Rand Inc.
FLEXI-FLASH Signals, Filing Equipment Bureau
FLEXIFOLDER Brief Covers, Wilson Jones Co.
FLEXIFONE Intercommunication Systems, Dukane Corp.
FLEXI-MAT Typewriter Pads, Flexi-Mat Corp.
FLEXINDEX Expanding Card Indexes, Oxford Filing Supply Co.
FLEXI-POST Ledger Binders, Stationers Loose Leaf Co.
FLEXISHELF Cabinets, All Purpose Metal Equipment Corp.
FLEXISORT Punched Card Systems and Sorters, Superior Business Machines, Inc.
FLEXIT Finger Pads, M. T. Cole Co.
FLEXO Adjustable Drafting Table and Desk Lamps, Art Specialty Co. and Flexo International Corp.
FLEX-O Imitation Leather, Wire-O Corp.
FLEXO Ribbons and Carbons, Waters and Waters Branch.
FLEXOLA Tube Paints, Binney & Smith Co.
FLEX-O-COIL Visual Display Binders, Chicago Desk Pad Co., Inc.
FLEXOGRAPH Stencil Duplicators, The Heyer Corp.
FLEXOLINE Visible Records, Acme Visible Records, Inc.
FLEXO-PINK Erasers, Eagle Pencil Co.
FLEX-SITE Visible Binders, Diebold, Inc.
FLEXOWRITER Automatic Typewriters, Commercial Controls Corp.
FLICK A LINE Copyholder, Franklin Table Co.
FLICKER Speedball Pens, C. Howard Hunt Pen Co.
FLIGHT Air Mail Envelopes, The Lafayette Co.,
FLIGHT LINE Filing Cabinets, Top Flight Products Co., Inc.
FLIGHT POST Airmail Paper, Lafayette Co.
FLINT Ribbons and Carbons, Kee Lox Mfg. Co., Inc.
FLIPADOR Cigarette Dispenser, Bert M. Morris Co.
FLIP-FILE Portable Album File, Joshua Meier Co., Inc.
FLIP-IT Albums, Scrap Books, Regal & Wade Mfg., Inc.
FLO-BALL Ball-Point Pens, Flo-Ball Pen Corp.
FLO-BRUSH Marking Pens, Mark-King Corp.
FLO-DRI Instant-Drying Colored Inks, Cushman & Dennison Mfg. Co.
FLOFILM Microfilming Equipment, Diebold, Inc.
FLO-MASTER Fountain Brushes and Inks, Cushman & Denison Mfg. Co.
FLOOR SAN Universal Cleaner, Huntington Laboratories, Inc.
FLO-PAQUE Opaque Marking Colors, Floquil Products, Inc.
FLOQUIL Fountain Brushes and Inks, Floquil Products, Inc.
FLORA Colored Pencils, Swan Pencil Co., Inc.
FLORAL Pencils, Blaisdell Pencil Co.
FLO-RITE Continuous Forms, Hamilton Autographic Register Co.
FLO-TEX Cuff Protectors, Florence Textile Products
FLO-TILT Chair Irons, Bassick Co.
FLOW DESK Wood Desks, Indiana Desk Co.
FLOW-AIR Air Circulators, Modern Utilities Co.
FLUIDX Liquid Paste, The American Crayon Co.
FLUORESCENT FLEX Desk Lamps, General Lamps Mfg. Corp.
FLUORETTE Fluorescent Desk Lamps, Van Dyke Industries, Inc.
FLUOR-O-LAB Desk Lamps, Fluorescent Lighting Laboratories
FLUSH TOP Inkwells, Squires Inkwell Co.
FOAM-TEX Chair Cushions, Foam Rubber Fabricators Inc.
FOAMWEIGHT Manifold Paper, The Lafayette Co., Inc.
FOILCRAFT Foil Paper, Craftint Mfg. Co.
FOLDAWAY Folding Aluminum Tables, All-Luminum Products
FOLDING-FIFTIES Folding Chairs, American Seating Co.
FOLD-IT Office Machine Covers, Finke Mfg. Co.
FOLIO Underarm Cases, Winfield Mfg. Co.
FOLLETT Time Stamps and Recorders, Follet Time Recording Co.
FONEDEX Telephone Number Books, Finch & McCullough
FORCE Numbering and Dating Machines, Wm. A. Force & Co., Inc.
FOREMOST Bookkeeping Machines, Remington Rand Inc.
FORGET-ME-NOT Pencils, Richard Best Pencil Co.
FORMALINER Aligner for Business Machines, Moore Business Forms, Inc.
FORM-CUT Stencils, Multistamp Co., Inc.
FORMICA Desk and Table Tops, The Formica Co.
FORM-MASTER Payroll Systems, The Todd Co., Inc.
FORM-PRINT Stencils, Niagara Duplicator Co.
FORM-SET Snapout and One-Time Carbon Forms, Vue-Fax Corp.
FORMVELOPE Order Blank-Envelope Combination, Tension Envelope Corp.
FORMWELL Modeling Clay, The American Crayon Co.
FORT MASSAC Folding Chairs, The Fort Massac Chair Co.
FORT STEUBEN Steel Shelving, Fort Steuben Metal Products Co.
FORTNITER Wardrobe Cases, Warren Leather Goods Co.
FORTUNA Thin-Lead Colored Pencils, Swan Pencil Co., Inc.
FORUM Pencils, American Pencil Co.
FORWARD Typewriter Bond and Linen Ledger, L. L. Brown Paper Co.
FOSTORIA LOCALITE Desk Lamps, Fostoria Pressed Steel Corp.
FOTO-FAX Record Book, McMillan Book Co.
FOTO-FLO Photocopy Machines, The Haloid Co.
FOTOFOLIO Photograph Folios, E. E. Miles Co.
FOTORECORD County Record Binders, Wilson Jones Co.
FOUNTAIN MOISTENER Stamp Moisteners, Bert M. Morris Co.
FOUNTNBRUSH Fountain Brushes, Cushman & Denison Co.
FOUNT-O-INK Desk Pen Sets, Gregory Fount-O-Ink Co.
FOUR HUNDRED Steel Pens, Eagle Pencil Co.
FOUR STAR Typewriter Papers, Southworth Co.
FOUR STAR Marking Inks, Cushman & Denison Mfg. Co.
FOUR COLOR Pencils, National Pencil Co.
FOUR-O-MATIC 4-Color Pencils, Four-O-Matic Pencil Co.
FOX Office Specialties, George E. Fox & Co., Inc.
FRANKLIN Dictionary Stands, Franklin Table Co.
FRANKLIN Office Accessories, Franklin Metal Products Co.
FRANKLIN Post Binders, Elbe File & Binder Co., Inc.
FRANKLIN Ribbons and Carbons, Franklin Ribbon & Carbon Co., Inc.
FRANKLIN SIGNET Embossers, Franklin Mfg. Corp.
FRATERNITY Notebook Covers, National Blank Book Co.
FREART Colored Chalk Crayons, American Crayon Co.
FREE HAND Rubber Phone Holders, Superior Household Mfg. Co.
FREE-HAND Binders, Free Hand Binder Co.
FRE-FLO Inks, Crescent Products Co.
FRESCOL Dry Colors, Binney & Smith Co.
FRESH'ND AIRE Fans and Humidifiers, Fresh'nd Aire Co.
FRIDEN Calculating Machines, Friden Calculating Machine Co., Inc.
FRIEND O'MINE Desk Calendar Pads, L. Middleditch Co.
FRIENDS Handy Record Books, Finch & McCullough
FRIGIDAIRE Water Coolers, Frigidaire Div., General Motors Corp.
FRITZ-CROSS Steel Posture Chairs, Fritz-Cross Co.
FRONT OFFICE Wood Desk Trays, Sell Corp.
FUL-KLEEN Daters, Fulton Marking Equipment Co.
FULL WEEKER Luggage, Charles Doppelt & Co., Inc.
FULTON Cash and Bond Boxes, Patent Novelty Co.
FULTON Drawing Tables, Keuffel & Esser Co.
FULTON Stamp Pads, Inks and Marking Devices, Fulton Marking Equipment Co.
FUL-VU Binders and Albums, Cooks', Inc.
FUTURA Filing Cabinets and Cash Boxes, Art Steel Sales Corp.
FUTURA Pencils, Richard Best Pencil Co., Inc.
FUTURADEX Filing System, Koller & Smith Co., Inc.
FUTURAMIC Steel Office Furniture, Futuramic Steel Products Corp.
FUTURISTIC FIVE STAR Platens, Ames Supply Co.
FUTURLITER Fluorescent Light Fixtures, The Edwin F. Guth Co.
FYBRGLASS Eraser Refills, The Eraser Co., Inc.
FYNE LYNE VAPORITE Marking Pens, Brushmakers, Inc.

◄ SEE PAGES 5 TO 23 FOR ADDRESSES OF MANUFACTURERS ►

G

G-B Colored Pencils, The American Crayon Co.
G.B.C. Binding and Punching Machines, General Binding Corp.
G-C Furniture Polish and Cement, General Cement Mfg. Co.
G-E Fans and Air Conditioning Units, General Electric Co.
G-F Office Furniture, The General Fireproofing Co.
G-W Office Furniture and Filing Supplies, The Globe-Wernicke Co.
GABE Typewriter Brushes, Gabe Mfg. Corp.
GALE MOUNTAINAIRE Air Conditioners, Pleasantaire Corp.
GANTT Chart Sheets, Codex Book Co., Inc.
GARDNER Lockers, Storage and Radiator Cabinets, Gardner Mfg. Co.
GARLAND Fountain Pens, Waterman Pen Co., Inc.
GARNET Duplicator Supplies, Acme Stencil Co.
GARRISON Binders, Elbe File & Binder Co., Inc.
GARVEY Stencil Brushes and Shipping Room Supplies, Garvey Fountain Brush & Ink Co.
GATHERMATIC Electric Collator, Thomas Mechanical Collator Corp.
GAY 90's Albums, Amberg File & Index Co.
GAYETY Pencils, Joseph Dixon Crucible Co.
GAYLO Paste, Gaylord Bros.
GAZETTE Pencils, National Pencil Co.
GEHA Stencil Duplicator, Milo Harding Co.
GEL-STEN Hectograph Duplicators and Workbooks, Gel-Sten Supply Co., Inc.
GEM Adding Machines, Gem Adding Machine Co.
GEM Crayons, Joseph Dixon Crucible Co.
GEM Desk Calendars, Defiance Calendar & Stationery Co.
GEM Paper Clips, Noesting Pin Ticket Co., Inc.
GEM Paper Clips, Oakville Co.
GEM Pencil Sharpeners, Automatic Pencil Sharpener Co.
GEM Pin Tickets, Dancyger Mfg. Co.
GEM Postal Scales, Triner Scale & Mfg. Co.
GEM Postcard Stencil Duplicators, Bond Equipment Co.
GEM Ribbons, Carbons, and Duplicating Supplies, American Stencil Mfg. Co.
GEM Rubber Erasers and Crayons, Joseph Dixon Crucible Co.
GEM Time Stamps, Consolidated Stamp Mfg. Co., Inc.
GEM Wax Crayons, Joseph Dixon Crucible Co.
GEM KANT LEAK Fountain Pens, Gem Specialty Co.
GENCO Dustless Chalk, National Crayon Co.
GENERAL Library Paste, Thaddeus Davids Ink Co., Inc.
GENERAL ELECTRIC Fans and Air Conditioners, General Electric Co.
GENERAL Mechanical Bindings, General Binding Corp.
GENERAL Staple Removers, Imperial Fastener & Pin Co.
GENEVA Sectional Post Binders, A. E. Boyce Co.
GENIAL HOST Refrigerator Bars, Tri Boro Enterprises, Inc.
GENIE Letter Opener, Stamp Holder, Office Accessories Corp.
GENT-L-AIRE Desk Fan, Lucas Mfg. Co.
GEORGIA Sectional Post Binders, A. E. Boyce Co.
GEORGIAN Wood Office Furniture, Hoosier Desk Co.
GERELMA Drawing Pads, Nobema Products Corp.
GESTETNER Stencil Duplicators, Trimming Boards, Gestetner Duplicator Corp.
GHOST GLOVE Skin Protection Cream, The Heyer Corp.
GIANT Box Letter Files, Weis Mfg. Co.
GIANT Daily Wall Calendars, Finch & McCullough.
GIANT DANDY Paper Clips, Noesting Pin Ticket Co., Inc.
GIANT Lumber Marking Crayons, St. Louis Crayon & Handle Co.
GIANT Mucilage, Diamond Ink & Adhesive Co.
GIANT Pencil Sharpeners, Automatic Pencil Sharpener Co.
GIANT GEM Paper Clips, Noesting Pin Ticket Co., Inc.
GIANT MARCEL Paper Clips, Noesting Pin Ticket Co., Inc.
GIBRALTAR Onionskin, Millers Falls Paper Co.
GIBRALTAR Safes, Guardsman Safe Co.
GIBRALTAR Smoking Stands, Gibraltar Mfg. Co., Inc.
GIBSON Marking Devices, A. C. Gibson Co., Inc.
GIBSON'S Business Forms, C. R. Gibson & Co.
GIFT CRAFT Desk Pads and Desk Sets, Gift Craft Leather Co.
GILBERT Onion Skin and Ledger Papers, Gilbert Paper Co.
GILLETTE Office Knives, Gillette Safety Razor Co.
GILPAKO Opaque Bond Papers, Gilbert Paper Co.
GILSON Slide Rules, Gilson Slide Rule Co.
GILT EDGE Rubber Stamp Handles, R. H. Smith Mfg. Co.
GITS-NIFE Pocket Knives, Gits Molding Corp.
GLACIER Electric Fans, A Mandel & Co.
GLACIER MOVAIRE Air Circulators, A. Mandel & Co.
GLAD PAK Luggage, Warren Leather Goods Co.
GLADIATOR Colored Pencils, J. S. Staedtler, Inc.
GLADSTONE Onionskin Paper, Commercial Paper Co.
GLARO Costumers and Smokers, Glaro Machine Products Co., Inc.
GLAS STOP Desk Top Stripping, Sainberg & Co., Inc.
GLAS-O-GRAPH Marking Pencils, Eberhard Faber Pencil Co.
GLASTRIP Desk Top Stripping, Banov-Bernsley & Co.
GLENMAR Notebooks, Tablets and Pads, Kurtz Bros.
GLIDE-O-FOLDERS Hanging Folders, Guide System & Supply Co.
GLIDE-ON Paper Clips, Noesting Pin Ticket Co., Inc.
GLIDER Desk Lamps, Faries Div.
GLIDER Onionskin Papers and Airmail Envelopes, Lafayette Co., Inc.
GLIDER Staplers, Ace Fastener Corp.
GLIDER Steel and Silver Steel Pens, Eagle Pencil Co.
GLIDER FILE Filing Cabinets, Browne-Morse Co.
GLIDEX Telephone Bracket, Glidex Corp.
GLIDO Roll-Top Cabinets, Art Steel Sales Corp.
GLOBE Binders, The Federbush Co., Inc.
GLOBE Pencils, American Pencil Co.
GLOBE Steel Pens, C. Howard Hunt Pen Co.
GLOBE Wood Desk Trays and Clip Boards, The Globe-Wernicke Co.
GLOBE ART Steel Desks and Files, The Globe-Wernicke Co.
GLOBE FLUROLUME Fluorescent Desk Lamps, Globe Lighting Fixture Mfg. Co.
GLOBE-TROTTER Hectograph Pencils, J. S. Staedtler, Inc.
GLOBE UNION Paper Perforators, Globe-Wernicke Co.
GLOBE-WERNICKE Bookcases and Visible Record Equipment, Globe-Wernicke Co.
GLORIA Linen Papers, Eaton Paper Corp.
GLOSS Carbon Papers, A. P. Little, Inc.
GLOY Paste, John J. Ward, Inc.
GLU-ALL Adhesives, Milton Bradley Co.
GLUE-FAST Label Moisteners and Glue Spreaders, Glue-Fast Equipment Co., Inc.
GLUEY Paste, Commercial Paste Co.
GLU-PEN Dispenser for Glue in Pencil Form, Glu-Pen Corp.
GLYCO-MASTER Deodorizer, Columbia Chemical Co., Inc.
GODDESS Pencils, General Pencil Co.
GOES Record Books, Lithographed Blanks and Bonds, Goes Lithographing Co.
GOLD BOND Bags and Catalog Cases, A. Galewski & Sons, Inc.
GOLD BOND Carbon Papers, Kee Lox Mfg. Co., Inc.
GOLD CLIP Ash Tray, Quigley Co.
GOLD CREST Duplicator Supplies, Cleaner and Polish, Ames Supply Co.
GOLD FIBRE Tablets and Pads, American Pad & Paper Co.
GOLD LABEL Pencils, Koh-I-Noor Pencil Co., Inc.
GOLD MEDAL Art Products, Binney & Smith Co.
GOLD MEDAL Fountain Pens and Pencils, C. E. Barrett & Co.
GOLD MEDAL Ribbons and Carbons, John Underwood & Co.
GOLD MEDAL Stencils, Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
GOLD SABRE Pencils, Wallace Pencil Co.
GOLD SEAL Drawing Instruments, Chas. Bruning Co., Inc.
GOLD SEAL Ribbons and Carbons, A. P. Little, Inc.
GOLD STANDARD Carbon Papers, Waters and Waters Branch.
GOLD STRIPE Brushes, Pittsburgh Plate Glass Co.
GOLDEN GATE Receipts, Notes and Drafts, Boorum & Pease Co.
GOLF Pencils, American Pencil Co.
GOLF-METER Pencils, Ritepoint Co.
GOOD VALUE Pads, American Pad & Paper Co.
GOODBODY Envelopes, Wm. Goodbody Envelope Co.
GOODFORM Aluminum Posture Chairs, The General Fireproofing Co.
GOODFORM Beechwood Hangers, Hincher Mfg. Co.
GOODFREND Stationery Cabinets, Goodfrend Metal Products Co.
GOODYEAR Erasers, Rosenthal Co.
GOODYEAR Office Adhesives and Rubber Desk Tops, The Goodyear Tire & Rubber Co., Inc.
GOODYEAR Rubber Erasers, The Rosenthal Co.
GOPHER Brief Covers and School Wallets, Smead Mfg. Co.
GOSSAMER Carbon Papers, The Carter's Ink Co.
GOTHIC Chalks, Crayons and Water Colors, Art Crayon Co., Inc.
GRADE A Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
GRADE 40 Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
GRAFFCO Index Tabs and Signals, Paper Clips and Maptacks, George B. Graff Co.
GRAFIZE Powder Lubricant, Reardon Products
GRAINTEX Post Binders, Kay-Dee Co.
GRANATONE Duplicator Papers, Vari-Color Duplicator Co.
GRAND Canvas Sheet Holders, A. E. Boyce Co.
GRAND Filing Supplies, Grand Filing Supply Co.
GRAND PRIZE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
GRAND RAPIDS Office Units, G. R. Products, Inc.
GRANITE Baggage Tags, J. L. May Co.
GRANITEX Loose Leaf Binders, Kay-Dee Co.
GRAPH-A-CATOR Graphite Lubricant, Panef Mfg. Co., Inc.
GRAPH-A-MATIC Visible Record Signals, Remington Rand Inc.
GRAPHIC Hectograph Duplicators and Supplies, Graphic Duplicator Co.
GRAPHIC Profit Finders, Graphic Calculator Co.
GRAPHIC Visual Control Boards, Graphic Systems.
GRAPHIZE Lubricant, Reardon Products.
GRAPHOTYPE Address Plate Embossing Machines, Addressograph-Multigraph Corp.
GRASS GREEN Colored Lead Pencils, American Pencil Co.
GRAVES Printed Indexes, Hall & McChesney, Inc.
GRAY AUDOGRAPH Dictating Machine, Gray Mfg. Co.
GRAY TAPER-EDGE Typewriter Erasers, Weldon Roberts Rubber Co.
GRAYARC Ribbons and Carbons, Grayarc Co.
GRAYARC Tags, Labels and Moisteners, Grayarc Co.
GRAYHOUND Erasers, Weldon Roberts Rubber Co.
GRAYMILLS Office Machine Cleaning Agitators, Graymills Corp.
GRAYPOINT Erasers, Weldon Roberts Rubber Co.
GRAY-RITE Metal Office Furniture, Remington Rand Inc.
GRAYTONE Printing Calculators, Barrett Adding Machine Co.
GREBCO Brief Cases, Portfolios, Green Bay Luggage Co.
GREEN Engraving Machines, Green Instrument Co., Inc.
GREEN CORE Gummed Paper Tapes, Mid-States Gummed Paper Co.
GREEN DUCK Advertising Novelties, Green Duck Metal Stamping Co.
GREEN RIVER LINE Office Accessories, Green River Boat Co.
GREEN-EDGE Storage Files, Hedges Mfg. Co.
GREEN'S Bookkeeping Systems and Income Tax Records, Mill-Green Publishing Co.

GREENTINT Notebook Fillers, American Pad & Paper Co.
GREENWOOD Bookkeeping Systems and Income Tax Records, The Greenwood Co.
GREGORY FOUNT-O-INK Desk Sets, Gregory Fount-O-Ink Co.
GREY MIST Papeteries, Hampshire Paper Co.
GREYLOCK Bond Papers, L. L. Brown Paper Co.
GREYTONE Envelopes, Nekoosa-Edwards Paper Co.
GRIF-HO Paper Towel and Toilet Tissue Dispensers, Griffith-Hope Co.
GRIFHOLD Knives and Lead Holders, Griffin Mfg. Co.
GRIP Binders, Clips, Cooke & Cobb Co.
GRIP-A-FONE Telephone Holders, Chicago Specialties Mfg. Co.
GRIP-A-TAB Tape Dispensers, Derby Sealers, Inc.
GRIPDEX Index Clips and Hangers, Atlas Stencil Files Co.
GRIPIT Paper Clips, Oakville Co.
GRIPPIT Adhesives, Sanford Ink Co.
GRIPPO Storage Binders, Wilson Jones Co.
GRIP-R Tool Holder, Hobby Hill
GRIPSPREADER Mucilage, The Carter's Ink Co.
GRIPTEX Latex Cement, Adhesive Products Corp.
GRIPTITE Binders, Elbe File & Binder Co., Inc.
GRIPTITE String Ties, Rochester Wire-O Binding, Inc.
GRIPWELD Adhesives, Adhesive Products Corp.
GRISCOMBE MICRO-RECORD Microfilm Equipment, Griscombe Products, Inc.
GUARANTY BOND Carbon Papers, Miller-Bryant-Pierce.
GUARDETTE Ladies' Billfolds, Robinson Reminders.
GUARDIAN Bond Papers, Crocker-McElwain Co.
GUARDIAN Fountain Pens, Waterman Pen Co., Inc.
GUARDIAN Ribbons and Carbons, The Carter's Ink Co.
GUARDIAN Safes, Diebold, Inc.
GUARD-IT Billfolds, Robinson Reminders.
GUARDSMAN Ash Trays, Seymour Conover Co.
GUARDSMAN Desk Lamps, Faries Div.
GUARDSMAN Safes and Money Chests, Guardsman Safe Co.
GUARDSMAN Utility Box, Merriam Mfg. Co.
GUARDSMAN Watchmens Clock, Detex Watchclock Corp.
GUCO Pocket Rules, Guedon Co.
GUIDE-O-FILE Deskside Files, Guide System & Supply Co.
GUIDE-O-FOLDER Hanging Folders, Guide System & Supply Co.
GUIDE-O-TRAY Drawer Files, Guide System & Supply Co.
GUIDE-RITE Filing Systems, Sell Corp.
GUILD Office Supplies, Stationers Guild of America.
GUILDHALL Upholstery Leather, Eagle-Ottawa Leather Co.
GULL Ribbons and Carbons, Mittag & Volger, Inc.
GULLIVER Luggage, Stein Bros. Mfg. Co.
GUMCRAFT Gummed Tapes, Gummed Tape & Devices Co.
GUMMI Paste, Levison & Blythe Mfg. Co.
GUNK Typewriter Cleaning Solvent, The Curran Corp.
GUSSCO Filing Supplies, Guide System & Supply Co.
GUTH Fluorescent Lighting Fixtures, Edwin F. Guth Co.
GUTHFAN Air Circulators, Edwin F. Guth Co.
GUTHLITE Fluorescent Fixtures, Edwin F. Guth Co.
GWENLY Photocopy Equipment, Gwenly Corp.
GYPSY Pencils, Reliance Pencil Corp.
GYRAL Steno Notebooks, Eastern Tablet Corp.

H

H Rubber Erasers, Koh-I-Noor Pencil Co., Inc.
H. H. COLLINS Ink Eradicator, Collins-Benton Co., Inc.
HHM Certified Safes, Herring-Hall-Marvin Safe Co.
H & M County Records and Minute Books, Hall & McChesney, Inc.
H-O-N Aluminum Card Files, Home-O-Nize Co.
HRH Spring Back Binders, H. R. Huntting Co., Inc.
H.V.R. Vertical Visible Filing Systems, Charles R. Hadley Co.
HADINOR Pencil Sharpeners, Nobema Products Corp.
HADLEY Mimeo Bond Papers, Hampshire Paper Co., Inc.
HADLEY Posting Trays and Binders, Charles R. Hadley Co.
HAGSTROM Maps, Hagstrom Co.
HALE Bookcases, F. E. Hale Mfg. Co.
HALF HOURLY Appointment Diaries, Standard Diary Co.
HALF MOON Pencils and Colored Checking Pencils, J. S. Staedtler, Inc.
HALL Monthly Diaries, The J. C. Hall Co.
HALLOWELL Shop Stools, Standard Pressed Steel Co.
HALL'S Safes and Money Chests, Hall Safe & Equipment Co.
HAMILTON Autographic Registers and Supplies, Hamilton Autographic Register Co.
HAMILTON Casters and Trucks, Hamilton Caster & Mfg. Co.
HAMILTON Drafting Tables and Library Furniture, Hamilton Mfg. Co.
HAMILTON Fountain Pens and Pencils, Hamilton Pen Co.
HAMILTON Personal Files, Cash and Bond Boxes, Hamilton Metal Products Co.
HAMILTON Postal Scales, Hamilton Specialties, Inc.
HAMILTON Safes, Herring-Hall-Marvin Safe Co.
HAMMERMILL Bond Papers, Hammermill Paper Co.
HAMMERMILL-ESCO Paper Roll Specialties and Index Cards, Eastern Specialties Co., Inc.
HAMMETT'S Blackboards, J. L. Hammett Co.
HAMMOND Electric Clocks, Hammond Instrument Co.
HAMMOND Maps and Atlases, C. S. Hammond & Co.
HAMPDEN Thumb Tacks, Paper Fasteners, Map Tacks and Picture Hooks, Hampden Mfg. Co., Inc.
HANDEE Coin Changer, Coinometer Corp.
HANDEE-MARKER Marking Pen, Jet Mfg. Co., Inc.
HANDEPOSIT Steel Security Boxes, Salsbury Corp.
HANDI Steel Pins, Oakville Co.
HANDI-CLIP Staplers, Markwell Mfg. Co., Inc.
HANDIFAX Visible Record Systems, Ross-Gould Co.
HANDIFILE Desk Tickler File, Wilson Jones Co.
HANDI-GRIP Paper Clips, Oakville Co.
HANDIGUIDE Index and Recipe Files, Warshaw Mfg. Co., Inc.
HANDI-HINGE Transparent Specialties, Handi-Hinge
HANDI-KUTTER Razor Knife, Kenworth Mfg. Co.
HANDI-LITE Clip-on Lamps, Star Loose Leaf Co., Inc.
HANDIMASTER Office Machine Brushes, Brushmakers, Inc.
HANDIPAD Desk Memo Pads, Weinman Bros., Inc.
HANDIPAK Portable Autographic Registers, The Egry Register Co.
HANDI-PEN Desk Pen Sets, Sengbusch Self-Closing Inkstand Co.
HANDI-PINS Steel Pins, Oakville Co.
HANDI-RAK Wardrobe Racks, Tubecrafters Sales Division
HANDIROL Mending Tapes, Gummed Tape & Devices Co.
HANDISTAND Typewriter Stands, The Harter Corp.
HANDI-VUE Transparent Specialties, Handi-Hinge
HANDY Aluminum Clipboards and Binder Clips, Metal Products Engineering
HANDY Desk Accessories, Bainbridge, Kimpton & Haupt, Inc.
HANDY Desk Calendars, Ever Ready Calendar Mfg. Co.
HANDY Desk Files, Josephson Mfg. Co.
HANDY Expense Books, Garrett & Massie, Inc.
HANDY Hand Trucks, Reardon Products
HANDY Vulcanizers and Pocket Seals, R. H. Smith Mfg. Co.
HANDY Weekly Memo Calendar, Finch & McCullough
HANDY A Fountain Stencil Brush, Ideal Stencil Machine Co.
HANDY BOY Insurance Cases, Winfield Mfg. Co.
HANDY PAK Index Tabbing, G. J. Aigner Co.
HANDY-HYPO Adaptors for Grease Tubes, Gaunt Industries
HANDY-LENS Magnifying Glasses, R. M. Holliday Co.
HANDY ROLL Gummed Tapes and Labels, Salsbury Corp.
HANDY-ROLL Mending Tape, Seymour Conover Co.
HANDYSET One-Time Carbon Forms, Baltimore Salesbook Co.
HANG-A-FILE Hanging Folder Metal Files, Louis H. Farber Co.
HANO Clasp Envelopes, Hano Paper Co., Inc.
HANO Forms and Registers, Philip Hano Co.
HANSCO Marking Devices, The C. H. Hanson Co.
HANSCO Tackers and Staplers, A. L. Hansen Mfg. Co.
HANSON Postal Scales, Hanson Scale Co.
HARDBOARD Chair Mats and Clipboards, Hardboard Fabricators, Inc.
HARLEY'S Clocks and Barometers, Harley's Clock Shop
HARLICH Albums, Scrap Books, Address Books and Memo Books, Harlich Corp.
HARMLESS Pin Tickets, Noesting Pin Ticket Co., Inc.
HARPER Metal Filing Cabinets, Metalstand Co., Inc.
HART Stencil Duplicators, Hart Mfg. Co.
HARTCO Metal Transfer Cases, Harold D. Hart Co.
HARTER Posture Chairs and Stools, Harter Corp.
HARVEY Blueprint Equipment, Peck & Harvey.
HARVEY'S Automobile Expense Book, Fred W. Harvey Co.
HASKELL Steel Desks and Tables, Haskell, Inc.
HAUSERMAN Steel Office Partitions, E. F. Hauserman Co.
HAWK QUILL Steel Pens, C. Howard Hunt Pen Co.
HAZEL County Record Binders, Ernest Hazel, Jr.
HEATERETTE Portable Heater-Fan, Fresh'nd-Aire Co.
HECTAWAY Hand Cleansing Cream, Shallcross Co.
HECTOGRAPHIA Hectograph Trays, Hectographia Corp.
HECTOMASTERGRAPH Master Sets, The General Manifold & Printing Co.
HECTOWRITER Master Copy Electromatic Attachment, International Business Machines Corp.
HEDGES Files and Trays, Hedges Mfg. Co.
HEIRCO LOCATER Itinerary Record, Heirloom Co.
HEKTOGRAPH Gelatin Duplicators, The Heyer Corp.
HELIOS Writing Fluids, Keuffel & Esser Co.
HELLER Staplers, Stitchers and Staples, Heller Co.
HELLER Store Display Fixtures, W. C. Heller & Co.
HELMSCENE Illuminated Pictures, Helms Products, Inc.
HE-MAN Ash Receivers, Bert M. Morris Co.
HENNUS Office Machine Covers, Hennus Co.
HER LADYSHIP Carbons & Ribbons, Duplicating Ink, Stencils, Pres-To-Line Corp. of America
HER MAJESTY Carbons & Ribbons, Duplicating Supplies, Stencils, Pres-To-Line Corp. of America
HERALD Mimeo Paper, Wansco Paper Products Co., Inc.
HERCOLITE Desk and Floor Lamps, Herco Art Mfg. Co.
HERCULES Baggage Tags, J. L. May Co.
HERCULES Ledgers, The C. E. Sheppard Co.
HERCULES Pocket Stamps, R. A. Stewart & Co., Inc.
HERCULES Price Books, Boorum & Pease Co.
HERCULES Punches, Wilson Jones Co.
HERCULES Safes, Insulated Files and Business Machine Stands, Meilink Steel Safe Co.
HERCULES Scrubbing Soap, Theo. B. Robertson Products Co., Inc.
HERCULES Steel Type Holders, Acromark Co.
HERMES Drawing Tables and Pencils, F. Weber Co.
HERMES Portable Typewriters, Paillard Products, Inc.
HERMETIC Typewriter Ribbons, Old Town Corp.
HESCO Duplicator Stencils, H. E. Smith Co.
HEVI-CHECK Colored Pencil, Eberhard Faber Pencil Co.
HEVI-WRITE Thick Lead Pencil, Eberhard Faber Pencil Co.
HEXAROUND Pencils, Eberhard Faber Pencil Co.
HEXCO Lucite Display Fixtures, Hecht Fixture Co.
HEXO Pencil Erasers, Weldon Roberts Rubber Co.
HEYMER Duplicators, Addressers and Supplies, The Heyer Corp.
HIAWATHA Typewriter Papers, Envelopes, Second Sheets and Adding Machine Rolls, Wansco Paper Products Co., Inc.
HIEBERT Wood Desks, Tables and Bookcases, Hiebert's Cabinet & Fixture Co.
HIGGINS Inks and Adhesives, Higgins Ink Co., Inc.
HIGHLANDER Typewriter Ribbons, Cameron Mfg. Co.
HI-LO-TILT Tables, Auburn Heights Mfg. Co.
HIGH MASTER High Base Chairs, Sturgis Posture Chair Co.
HIGH STANDARD High Base Chairs, Sturgis Posture Chair Co.

HIGH-ART Illustration Board, National Card, Mat & Board Co.
HI-GRADE Drawing Pencils, Reliance Pencil Corp.
HI-HAT Silver-Colored Typewriter Ribbons, Phillips Process Co., Inc.
HI-INSERT Fibre File Folders, Wabash Filing Supplies, Inc.
HILCO Daters, R. A. Stewart & Co., Inc.
HILCO Stencil Duplicators, Technygraph Co.
HILLS Foreign Language Dictionaries, David McKay Co.
HILLSDALE MILLS Ruled Papers, American Pad & Paper Co.
HILLSIDE Steel Filing Cabinets, Hillside Metal Products, Inc.
HI-LO Posting Stands, Le Febure Corp.
HI-LO Typewriter Stands, Metalstand Co., Inc.
HI-LOW Drawing Stands, Weis Mfg. Co.
HINSDILL'S Perforated Scratch Pads, Boorum & Pease Co.
HIRES Electric Water Coolers, The Charles E. Hires Co., Inc.
HIS GRACE Fountain Pen Desk Sets, Union Pencil Co., Inc.
HI-SPEED Addressing Machine Supplies, National Address Plate Co.
HI-SPEED Coin Changers, J. L. Galef & Son.
HI-SPEED Rulers, George B. Graff Co.
HI-SPEED Staples, Staplex Co.
HISTOMAP Map Charts, Rand McNally & Co.
HISTORICAL-PERFECTION Wall Calendars, Ft. Wayne Printing Co.
HITEST Hectograph Composition, Hectographia Corp.
HI-TEST Ribbons & Carbons, Old Town Corp.
HI-TEST Spirit Carbon Paper, Old Town Corp.
HI-VERT Sorting Files, Steel Parts Mfg. Co.
HOAG-FARMER Dusters, Hoag-Farmer Mfg. Co.
HOBBS Motorists' Guide, Rand McNally & Co.
HOBBY PAL Utility Knives, Thompson Tool & Mfg. Co.
HODGMAN Rubber Bands, Desk Pads and Finger Tips, Hodgman Rubber Co.
HOFFMAN Card Index Cabinets, L. Hoffman.
HOGG'S Contractors Wage Tables, Frank R. Walker Co.
HOGGSON BRAND Marking Devices, Hoggson & Pettis Mfg. Co.
HOLCOMB Janitor Supplies, The J. I. Holcomb Mfg. Co.
HOLDFAST Adhesives, Scriptex Products Co., Inc.
HOLD-FAST Card and Label Holders, Hampden Mfg. Co., Inc.
HOLDFAST Drawer Suspensions, St. Louis Hardware Mfg. Co.
HOLD-RITE Clipboards, Rockwell-Barnes Co.
HOLDSALL Small Parts Cabinets, The General Fireproofing Co.
HOLD-THE-PHONE Telephone Holders, Bainbridge, Kimpton & Haupt, Inc.
HOLD-TITE Card and Ticket Holders, Hampden Mfg. Co.
HOLDTU Pastes, American Crayon Co.
HOLDZIT Card and Ticket Holders, Hampden Mfg. Co., Inc.
HOLE-IN-ONE Golf Pencils, Reliance Pencil Corp.
HOLLAND Drawing Sets, J. L. Galef & Son, Inc.
HOLLYWOOD Refrigerated Furniture, Springer Industries, Inc.
HOLT Fountain Pens and Mechanical Pencils, Holt Pen Co.
HOMADOR Wood Smoker Cabinets, Smokador Mfg. Co., Inc.
HOME LAUNDRY Laundry Marking Pen, Samuel Taubman, Inc.
HOMEGUARD Plastic Safes, Protectall Safe Corp.
HOME SECRETARY Typewriter Desk-File, Herring-Hall-Marvin Safe Co.
HOME-O-NIZE Card Index Files, Home-O-Nize Co.
HOME-TIES Package and Parcel Post Twine, January & Wood Co.
HOOSIER Office Furniture, Hoosier Desk Co.
HORN Desk Files, Albums and Scrap Books, W. C. Horn Bro. & Co.
HOTCHKISS Staplers and Tackers, E. H. Hotchkiss Co.
HOURLY Daily Memo Desk Calendars, Finch & McCullough
HOURMASTER Time Computers, The Hourmaster
HOWARD ARISTOCRAT Gold Stamping Machines, Peter J. Hahn & Sons Co.
HOWARD Dustless Dust Cloths and Mops, Howard Dustless Duster Co.
HOWARD Fans and Heater-Fans, Howard Industries, Inc.
HOWARD Storage Cabinets, Howard Mfg. Co.
HOWE Folding Tables, Howe Folding Furniture, Inc.
HOWE Scales and Trucks, Howe Scale Co.
HUB Typewriter Ribbons, F. S. Webster Co.
HUDSON Drawing Tables, Keuffel & Esser Co.
HUDSON CRAFTSMEN Laminated Bentwood Furniture, Hudson Craftsmen, Inc.
HUMMEL-BRUSH Moisteners and Sealers, A. C. Hummel Co.
HUMMER Paper Punches, Wilson Jones Co.
HUNT Pens and Penholders, C. Howard Hunt Pen Co.
HUNTOLENE Floor Dressing, Huntington Laboratories, Inc.
HUNTTING Lock-Spring Binders, The H. R. Huntting Co.
HURLEY Terrazzo Seal, Huntington Laboratories, Inc.
HURON Chrome Furniture, Huron Chrome Products Mfrs.
HURON Bond and Carbon Papers, Port Huron Sulphite & Paper Co.
HURON COPYSETTE Interleaved Sets, Port Huron Sulphite & Paper Co.
HURON SILVERWING Bond Papers, Port Huron Sulphite & Paper Co.
HURONETTE Plate-Finish Papers, Port Huron Sulphite & Paper Co.
HUSH-A-PHONE Telephone Silencers, Hush-A-Phone Corp.
HUSS Erasing Pens, Turner & Harrison Pen Mfg. Co., Inc.
HUTCHEON Combination Pen-Pencils, Hutcheon Bros.
HYDRAWLIK Fountain Moisteners, The Hydrawlik Co.
HYDROPLATE Blackboard Panels, Weber Costello Co.
HYGEIA Paper Drinking Cups, Herz Mfg. Corp.
HYGIEIA Blackboard Chalks and Erasers, American Crayon Co.
HYGRADE Adding Machine Rolls and Air Mail Envelopes, L. Hyman & Sons.
HYGRADE Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
HYMARK Mimeo and Typewriter Papers, L. Hyman & Sons
HYPOINT Carbon Papers, Manifold Supplies Co.
HYPO-JR. Pen Type Oiler, Gaunt Industries
HYPO-LUB Greaser, Gaunt Industries
HYPO-OILER Oilers, Gaunt Industries.
HY-SPEED Stenographic Pencils, Wallace Pencil Co.

I

IBI Forms and Collating Desks, Industrial Budgets, Inc.
IBM Business Machines, International Business Machines Corp.
IDL Postal Scales, Binder Clips, and Office Specialties, I.D.L. Mfg. & Sales Co.
I-EZE Portable Lamps, Artistic Lamp Mfg. Co., Inc.
ILC Fluorescent Desk Lamps, Industrial Lamp Corp.
I-P Loose Leaf Supplies, Wilson Jones Co.
IXL Interest Tables, The Twentieth Century Co.
IBIS Pencils, Wallace Pencil Co.
IDEAL B M Binders, Wilson Jones Co.
IDEAL Book Covers, American School Service Co.
IDEAL Clips and Clamps, Vail Mfg. Co.
IDEAL Dictionary Stands, Ideal School Supply Co.
IDEAL Dry Stamp Pads, B. G. Volger Mfg. Co.
IDEAL Electric Blowers, Cleaners and Engraving Tools, Ideal Industries, Inc.
IDEAL Folding Chairs, Clarin Mfg. Co.
IDEAL Fountain Stencil Brushes, Universal Fountain Brush Co.
IDEAL Hectograph Duplicators, Heyer Corp.
IDEAL Indexes, Shaw-Walker Co.
IDEAL Mail Tables, Pitney-Bowes, Inc.
IDEAL Office Machine Stands, The Sherman-Manson Corp.
IDEAL Paper Clips, Noesting Pin Ticket Co., Inc.
IDEAL Pencil Sharpeners, Automatic Pencil Sharpener Co.
IDEAL Photo Albums, Scrap Books and Stenographers' Notebooks, J. L. Hanson Co.
IDEAL Record Books for Dry Cleaners, Ideal Publishers.
IDEAL Sanitary Moisteners, Sengbusch Self-Closing Inkstand Co.
IDEAL Scrap Books and Invoice Books, Wilson Jones Co.
IDEAL Scratch Pads, American Pad & Paper Co.
IDEAL Staple Removers, I.D.L. Mfg. & Sales Corp.
IDEAL Stencil Machines and Supplies, Ideal Stencil Machine Co.
IDEAL Steno Notebook Holders, J. L. Hanson Co.
IDEAL Straightedges and T-Squares, Engineering Mfg. Co.
IDEAL Transfer Cases, The Globe-Wernicke Co.
IDEAL Typewriter Ribbons, The Carter's Ink Co.
IDEAL Window Ventilators, Ideal Ventilator Co.
IDEAL ADJUSTO Utility Table, Sherman-Manson Corp.
IDEAL SUPREME Folding Chairs, Clarin Mfg. Co.
IDEAL SYSTEM Bookkeeping Systems, Tax Records and Accounting Forms, The Ideal System Co.
IDENTI-CLIP Ball Pens, Flo-Ball Pen Corp.
ILLINOIS Cabinet Locks and Leg Levelers, Illinois Lock Co.
IMP ENVLOPENER Electric Letter Openers, Industrial Molded Products Corp.
IMPERATOR Automatic Pencils, Alexander Mfg. Co.
IMPERATOR Colored Pencils, Richard Best Pencil Co., Inc.
IMPERIAL Filing Equipment and Supplies, Imperial Methods Co.
IMPERIAL Paper Clips, Vail Mfg. Co.
IMPERIAL Ribbons and Carbons, Peerless-Imperial Co., Inc.
IMPERIAL Scratch Pads, Composition Books and Reporters' Note Books, American Pad & Paper Co.
IMPERIAL Steel Pens, C. Howard Hunt Pen Co.
IMPERIAL Tracing Cloth, Keuffel & Esser Co.
IMPERIAL Wood Office Furniture, Imperial Desk Co.
IMPOIL Penetrating Oil, Federal Mining & Mfg. Co.
IMPRESS Duplicating Inks, Stencils, Print-O-Matic Co., Inc.
IMPROVED DANN'S Blackboard Erasers, E. W. A. Rowles Co.
IMPROVED GEM Paper Clips, Noesting Pin Ticket Co., Inc.
IN-A-FLOOR Built-in Floor Safes, In-A-Floor Safe Co.
INANOUT In-and-Out Registers, The Heirloom Co.
INDELIBA Typewriter Ribbons, A. P. Little, Inc.
INDELOGRAPH Copying Pencils, Reliance Pencil Corp.
INDEMNITY BOND Typewriter Papers, Rockwell-Barnes Co.
INDEPENDENT Pocket Stamps, R. A. Stewart & Co., Inc.
INDEPENDENT Stylograph Fountain Pens, J. Ullrich & Co.
INDESTRUCTO Carbon Paper, Kee Lox Mfg. Co., Inc.
INDESTRUCTO Price Book Covers, Boorum & Pease Co.
INDESTRUCTO Tags, J. L. May Co.
INDEX Pencils, American Pencil Co.
INDIA Oil Stones, Ames Supply Co.
INDIA Rubber Erasers, Weldon Roberts Rubber Co.
INDIAN Pencils, American Pencil Co.
INDIANA Cash Drawers and Cash Registers, Indiana Cash Drawer Co.
INDIANA Wood Office Furniture, Indiana Desk Co.
INDICATOR Carbon Papers, Allen & Co.
INDICATOR Maptacks, Thumb Tacks and Pin Tacks, Hampden Mfg. Co.
INDUSTRIAL Die Plate Daters, R. A. Stewart & Co., Inc.
INDUSTRIAL Pencils, Joseph Dixon Crucible Co.
INDUSTRIAL Typewriter Washers, Industrial Filter & Pump Mfg. Co.
IND-X-ALL Index Tabs, Cel-U-Dex Corp.
INGENTO Trimming Boards, Ideal School Supply Co.
INK EAU Pencils, American Pencil Co.
INKAWAY Hand Cleansing Cream, Shallcross Co.
INKIT Inks, W. I. Davids & Co.

INKOFF Ink Remover, Keuffel & Esser Co.
INKOGRAPH Ball Pens, Fountain Pens, Inkograph Products Div.
INKOGRAPH FLOATMATIC Ink Pencil, Inkograph Products Div.
INK-OUT Ink Eradicators, Cardinell Corp.
INK-PEN-CIL Ball Pen, Fisher Pen Co.
INK-X Ink Eradicator, Speedry Products, Inc.
INLINE PENCILS, Joseph Dixon Crucible Co.
INSITE Visible Record Equipment and Supplies, Acme Visible Records, Inc.
INSTANT Magazine Binders, Elbe File & Binder Co., Inc.
INSTANT CONTACT Self-Adhesive Labels, J. L. May Co.
INSTANT DESK Typewriter Stands, Lennox Metal Mfg. Co., Inc.
INSTANT DRY Duplicating Inks, American Stencil Mfg. Co.
INSTANT SAFEGUARD Checkwriters, Safeguard Corp.
INSTANTABLE Typewriter Stands, Lennox Metal Mfg. Co., Inc.
INSTANTO Concentrated Inks, Crescent Products Co.
INSTANT-DRY Marking Inks, Speedry Products Co.
INTENSO Copying Pencils, Joseph Dixon Crucible Co.
INTERNATIONAL Autographic Registers, Tags and Salesbooks, International Tag & Salesbook Co.
INTERNATIONAL Business Machines, International Business Machines Corp.
INTERNATIONAL Payroll Machines, International Payroll Machine Co.
INTERNATIONAL Tags and Labels, International Ticket Co.
INTERNATIONAL Typewriter Keys, Munson Supply Co.
INTERSTATE Pencils, Joseph Dixon Crucible Co.
INVADER Colored, Drawing and Copying Pencils, Wallace Pencil Co.
INVINCIBLE Bulletin Boards, E. W. A. Rowles Co.
INVINCIBLE Carbon Papers, Ribbons and Duplicator Supplies, Remington Rand Inc.
INVINCIBLE Steel Office Furniture and Files, Invincible Metal Furniture Co.
IONIA Folding Chairs, Ionia Mfg. Co.
IRCO Ribbons and Carbons, Ink Ribbon Mfg. Co.
IRHOCO Marking Devices, Irwin-Hodson Co.
IRIS Loose Leaf Indexes, Cel-U-Dex Corp.
IRONBOUND Leather Portfolios, Lifton Mfg. Corp.
IRONCLAD Duplicators, The Beck Duplicator Corp.
ISCO Duplicator Inks, Ink Specialties Co., Inc.
ISLAND-AIRE Desks, Imperial Desk Co.
ITEM Duplicating Inks, Starkey Chemical Process Co.
ITSCO Tags and Salesbooks, International Tag & Salesbook Co.
IVORY BRAND Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
IVY Indelible Pencils, Eberhard Faber Pencil Co.

J

JCM Collating and Tipping Machines, J. Curry Mendes Corp.
JAC-A-DESK Typewriter Desk Shelf Supports, Gonco Mfg. Co.
JACKSON Binders, The Federbush Co., Inc.
JACKSON Desks, Jasper Office Furniture Co.
JACKSON Sectional Post Binders, Elbe File & Binder Co., Inc.
JAHMACO Daters, James H. Matthews & Co.
JANTIG Bookkeeping File, Jantig Products Co.
JANUS Pencils, Rubber Bands and Erasers, A. W. Faber-Castell Pencil Co., Inc.
JAQUES JR. Paper Cutters, Hobbs Mfg. Co.
JARRETT Type Cleaner, Martens Type Cleaner Co.
JAVELIN Pyramid Pin Packages, Union Pin Co.
JEFFERSON GRADE Index Cards, Oxford Filing Supply Co.
JENNINGS Post Binders, The Federbush Co., Inc.
JEROME Glass Desk Pads and Ventilators, Jerome Glass Co.
JET Erasers, Weldon Roberts Rubber Co.
JET Fountain Brush Pen, Jet Mfg. Co., Inc.
JET 50 Desk Lamps, Mayfair Co.
JET-RITE Hectograph Carbons and Dupliforms, Old Town Corp.
JEWEL Fountain Pens, John Holland Gold Pen Co.
JEWEL Ledger Binders, Wilson Jones Co.
JEWEL POINT Ball Pens, Fisher Pen Co.
JIC Liquid Paste, Crescent Products Co.
JIFFY Labels, Office Accessories Corp.
JIFFY Package Tapers, Sealing Tape and Labels, Package Ad & Sealer Co.
JIFFY Type Cleaning Fluid, Walter G. Gies Co.
JIFFY MAILER Postage Stamp Dispensers, Office Accessories Corp.
JIFFY SET Carbon Packs, Queen Ribbon & Carbon Co., Inc.
JOELI Safes, Regna Cash Register, Inc.
JOG-A-SORTER Jogger-Sorter, Ditto, Inc.
JOHN BULL Chamois, Schroeder & Tremayne, Inc.
JOHN HANCOCK Laundry Marking Set, Samuel Taubman, Inc.
JOHN HOLLAND Pens and Pencils, John Holland Gold Pen Co.
JOHNSON Chairs, Johnson Chair Co.
JOHNSON Coin-Handling Devices, Johnson Fare Box Co.
JOHNSON Simplified Bookkeeping Systems, A. L. Johnson Co.
JOHNSTON Adding Machine, Johnston Adding Machine Co.
JOHNSTON'S "SNOW WHITE" Inks, Johnston's "Snow White" Products
JOSLIN Check Certifiers, A. D. Joslin Mfg. Co.
JOTTER Personal Memo Books, Lefax.
JOYCE Rotary Card File, Joyce Mfg. Corp.
JUCO Stylograph Fountain Pens, J. Ullrich & Co.
JUMBO Ash Trays, Sainberg & Co., Inc.
JUMBO Electric Blowers and Cleaners, Ideal Industries, Inc.
JUMBO Lumber Crayons, Joseph Dixon Crucible Co.
JUMBO Paper Clips, Oakville Co.
JUMBO Sleeve Protectors, Stationers Specialty Co.
JUMBO GEM Desk Calendars, Defiance Calendar & Stationery Co.
JUMBO MARKER Marking Pen, Jet Mfg. Co., Inc.
JUNIER Telephone Muffler, F. R. Junier Associates
JUNIOR Ash Trays, Sainberg & Co., Inc.
JUNIOR Drawing Tables, Engineering Mfg. Co.
JUNIOR Envelope Sealers, Standard Duplicating Machines Corp.
JUNIOR Numbering Machines, Bates Mfg. Co.
JUNIOR Pencil Sharpeners, Automatic Pencil Sharpener Co.
JUNIOR EFFICIENCY Duplicators, The Heyer Corp.
JUNIOR EXECUTIVE Wood Letter Trays, Majestic Stationery Co.
JUNIOR JOTTER Notebooks, Lefax.
JUNIOR SCHOOL Pencils, J. S. Staedtler, Inc.
JUSTICE Solid Post Binders, A. E. Boyce Co.
JUSTOWRITER Composing Machine, Commercial Controls Corp.
JUSTRITE Envelopes, Northern States Envelope Co.
JUSTRITE Rubber Stamps, Inks and Marking Equipment, Louis Melind Co.
JUTESTOK Expanding and Mailing Envelopes, National Fiberstok Envelope Co.

K

K+ Ribbons and Carbons, Franklin Ribbon & Carbon Co., Inc.
K & E Drawing Instruments, Keuffel & Esser Co.
K-M Brake Turntables and Lecturns, Kelley-Mennes Mfg. Co.
K-M Transparent Protectors and Specialties, Kingsbacher-Murphy Co.
K.M.C. Duplicating Fluid, Krayer Mfg. Co.
K-O Fire Extinguishing Fluid, Federal Mining & Mfg. Co.
K. & O. Metal Desk Sets, K. & O. Co., Inc.
K. & S. Filing Supplies, Koller & Smith Co., Inc.
K & T Date Books, National Blank Book Co.
KALAMAZET Binders, Remington Rand Inc.
KALAMAZOO Labels, Kalamazoo Label Co.
KALISTRON Upholstery Materials, Thomas Furniture Co.
KALKOMETER Pocket Adding Machine, Tavella Sales Co.
KALLIN-KARD-FILE Business Card File, Rampe Mfg. Co.
KALMANACK Religious Calendars, Ft. Wayne Printing Co.
KAMKET Mechanical Bindings, Kamket Corp.
KANT SLIP Typewriter Pads, Keep Klean Auto Products Co., Inc.
KANT-LOSE Pencils, Cowhig Industries.
KANT-SLIP Autographic Registers and Forms, Standard Register Co.
KANT-STIK Pencil Carbon, Codo Mfg. Corp.
KARDEX Visible Record Systems and Supplies, Remington Rand Inc.
KARD-KEEPER Business Card Files, Lit-Ning Products Co.
KARDPAK Pocket Card Cases, Veri-Nu Products Co.
KARLO Portable Office Machine Stands, Karl Mfg. Co.
KAY-DEE Storage Files and Filing Supplies, The Kay-Dee Co.
KAY-WOOD Transfer Cases, Kay-Wood Products, Inc.
KECO Drawing Inks, Keuffel & Esser Co.
KEE KOVERS Transparent Plastic Typewriter Key Covers, Bert M. Morris Co.
KEE LOX Ribbons and Carbons, Kee Lox Mfg. Co.
KEEBORD Typewriter Papers, Whiting-Plover Paper Co.
KEEL Marking Pencils, Joseph Dixon Crucible Co.
KEELOX Binders, Elbe File & Binder Co., Inc.
KEENPOINT Thumb Tacks, American Tack Co., Inc.
KEEN-RITE Ribbons and Carbons, Codo Mfg. Corp.
KEEP KLEAN Office Machine Covers, Keep Klean Auto Products Co., Inc.
KEG-MASTER Soldering Gauge, Ames Supply Co.
KELLER Postcard Duplicators, Keller Duplicator Co.
KELLOGG Credit Authorizing Systems, Kellogg Switchboard & Supply Co.
KELLOGG KOILED KORDS Telephone Cords, Kellogg Switchboard & Supply Co
KELVINATOR Water Coolers, Ebco Mfg. Co.
KE-MASTER Key Boards, Cabinets and Racks, Cushman & Denison Mfg. Co.
KEN-ADD Stylus Adding Machine, Ken-Add Machines Co.
KENDALL Envelope Sealers, Kendall Sealer Co.
KENILCROFT Ink Tablets, American Pad & Paper Co.
KENMAR-BUILT Upholstered Furniture, Kenmar Mfg. Co.
KENMOOR Transfer Binders, National Blank Book Co.
KENSINGTON Clasp Envelopes, American Paper Goods Co.
KENSINGTON Drawing Paper and Drawing Tables, Favor, Ruhl & Co.
KENSOL THIRTY-FIVE Gold Stamping Machines, Olsen Mark Corp.
KENTUBE Tubular Metal Furniture, Kentube Mfg. Co., Inc.
KE-TAG Key Tags, Cushman & Denison Mfg. Co.
KEY Ribbons and Duplicating Supplies, Key Ribbon & Carbon Co.

KEY-CHAIN Pencils, Apex Products Corp.
KEY-HOLE Safe Deposit Box Signals, Hampden Mfg. Co., Inc.
KEYLESS Sectional Post Binders, Fred Procter Co.
KEYSORT Card Sorting Systems, The McBee Co.
KEYSTONE Filing Cabinets and Metal Desks, Peerless Steel Equipment Co.
KEYSTONE Pencils, Blaisdell Pencil Co.
KIL-KLATTER Typewriter Pads, American Hair & Felt Co.
KIMBALL Price Tickets, A. Kimball Co.
KIMBALL MIDGET Ticket Marking Machines, A. Kimball Co.
KIMBERLY Pencils, General Pencil Co.
KIMBERLY, JR. Colored Lead Pencils, General Pencil Co.
KIMBERLY POCKETTE Ball-Point Pens, Eversharp, Inc.
KIMFLEX Price Tickets, Dancyger Mfg. Co.
KIMHAR Desk Specialties, Bainbridge, Kimpton & Haupt, Inc.
KINDERTONE Pressed Crayons, National Crayon Co.
KIN-DEX Rotary Card File, Kinetic Novelty Co., Inc.
KINDOGRAPH Crayons, American Crayon Co.
KING Ash Trays, Smokers Stands, Smo-King Products, Inc.
KING Label Gummers, King Sales & Engineering Co.
KING Posture Chairs, King Posture Chair Co.
KING Steel Type Holders, James H. Matthews & Co.
KING Stencil Styli, King Gem Co.
KING KOIN Coin Sorter, King Koin Sorter Co.
KINGDOM Typewriter Tables, Kingdom Mfg. Co.
KINGSLEY Hot Stamping Machines, Kingsley Stamping Machine Co.
KIRK Photo Albums, Kirk Plastic Co.
KISCO CIRCULAIR Electric Fans, Kisco Co., Inc.
KLEANKARBON Carbon Papers, The General Manifold & Printing Co.
KLEAN-WRITE Ribbons, Carbons and Duplicating Supplies, Frankel Carbon & Ribbon Co.
KLEEN KEY Type and Platen Cleaner, U. S. Typewriter Ribbon Mfg. Co.
KLEEN-ALL Hand Cleaner, Krayer Mfg. Co.
KLEEN-STIK Rubber Cement, Craftint Mfg. Co.
KLEENCUT Shears and Scissors, Acme Shear Co.
KLEENERTYPE Ribbons, Carbons and Inks, Franklin Carbon & Ribbon Co., Inc.
KLEEN-R Stamp Pads, Kleen-R Pad Co.
KLEER-DEX Index Tabs, Cel-U-Dex Corp.
KLEERITE Inks, Adhesives and Duplicator Supplies, American Writing Ink Co., Inc.
KLEERLINE Wallet Inserts, American Kleer-Vu Plastics, Inc.
KLEER-PAK Acetate Wrapping Material, Craftint Mfg. Co.
KLEER-VU Sheet Protectors, American Kleer-Vu Plastics, Inc.
KLEER-VU Steel Letter Trays, Bainbridge, Kimpton & Haupt, Inc.
KLENZO Typewriter and Ink Erasers, Blaisdel Pencil Co.
KLERADESK Desk Distributors, Sengbusch Self-closing Inkstand Co.
KLIK Type Cleaners, Cardinell Corp.
K-LINE Binding Posts, W. R. Kline Co.
KLING Rubber Stamp Ink, The Louis Melind Co.
KLING KLIPS Paper Clips, George B. Graff Co.
KLIP-O-MATIC Retractable Ball-Point Pens, Universal Fountain Pen & Pencil Co.
KLIP-TICKETS Pin Tickets, A. Kimball Co.
KLIPTO Binders and Catalog Covers, Klipto Loose Leaf Co.
KLOPP Coin Counting and Sorting Machines, Klopp Engineering
KLUTCH Clip Binders and Clipboards, Cushman & Denison Mfg. Co.
KNEADED Rubber Erasers, Eberhard Faber Pencil Co.
KNICKERBOCKER Leather Goods, Knickerbocker Leather & Novelty Co., Inc.
KNICKERBOCKER Salesmen's Cases, Knickerbocker Case Co.
KNICKERBOCKER Sheet Holders, Federbush Co., Inc.
KNOB Pencil Cap Erasers, Weldon Roberts Rubber Co.
KOBLER Copyholders, Kobler & Co.
KODAGRAPH Photocopy Papers and Chemicals, Eastman Kodak Co.
KOH-I-NOOR Pencils, Koh-I-Noor Pencil Co., Inc.
KOHLHAAS Sorters and Distributors, Physicians' and Dentists' Accounting Systems, The Kohlhaas Co.
KOHPLASTIC Rubber Erasers, Koh-I-Noor Pencil Co., Inc.
KOL Tubular Chairs and Typewriter Stands, Kol, Inc.
KOLECT-A-MATIC Safe-Files and Safe-Cabinets, Remington Rand Inc.
KOLGRADE Filing Supplies, Koller & Smith Co., Inc.
KOMPACT File Fasteners, Remington Rand Inc.
KOMPACT Paper Towels, Northern Paper Mills
KONKO Office Machine and Furniture Cup Bases, Konko Sales Co.
KONTROL DRI Inks, Vari-Color Duplicator Co.
KONTROL-FLO Duplicator Ink, Vari-Color Duplicator Co.
KOOL KOOSHION Chair Cushions, Kool Kooshion Mfg. Co.
KOOLER-AIRE Packaged Refrigeration Unit, U. S. Air-conditioning Corp.
KOPI-SPOT Wax Carbon, Master-Craft Corp.
KOPY-RITE Carbon Rolls, Carbonized Paper Co.
KOPY-RITER Portable Registers, Carbonized Paper Co.
KORDA-ROOM Modular Furniture Units, Korda Industries
KORES Ribbons and Carbons, Kores Carbon Paper & Ribbon Mfg. Corp.
KOREX Potash Scrub Compound, Huntington Laboratories, Inc.
KOROSEAL Floor Coverings, Sloane-Blabon Corp.
KOROSEAL Upholstery Fabrics, Comprehensive Fabrics, Inc.
KOSSUTH Dating Stamps, R. A. Stewart & Co.
KOVERLOX File Fasteners, Speed Products Co., Inc.
KOYLON Foam Rubber, U. S. Rubber Co.
KRAFOLTEX Filing Folders, C. L. Barkley & Co.
KRAFSTOK Expanding Files and Vertical Files, National Fiberstok Envelope Co.
KRAFTALL Expanding Files, The Cooke & Cobb Co.
KRAFTBILT Map Files, Forms and Accounting Supplies, Ross-Martin Co.
KRAFTLIFE Filing Supplies and Envelopes, Wilson Jones Co.
KROMEX KROME Thermos Desk Sets, Kromex Corp.
KROMO-LITE Illustration Board, Charles T. Bainbridge's Sons
KRUEGER Folding Chairs, Krueger Metal Products.
KRUL-40 Intercommunication Systems, Talk-A Phone Co.
KRYLON Plastic Spray, Krylon, Inc.
KUM-KLEEN Adhesive Labels, Avery Adhesive Label Corp.
KWALITY Casters, Hamilton Caster & Mfg. Co.
KWARTET Coin Wrappers, C. L. Downey Co.
KWIKLAK Inks, Fulton Marking Equipment Co.
KWIK-LIST Telephone Indexes, Sainberg & Co., Inc.
KWIK Staples, Oakville Co.
KWIK Stencil Varnish, Cardinell Corp.
KWIK TONG Loose Leaf Covers, Elbe File & Binder Co., Inc.
KWIK-NOTE Pencils, General Pencil Co.
KWIK-SEALER Envelope Sealers, Crescent Mfg. Co.
KWIK-SNAP Carbon Interleaved Forms, Accurate Sales Book Co.
KWIK-TWST Paper Drill, Smead Mfg. Co., Inc.
KWIKY Vac-U-Matic Moisteners, Jay-Lip Corp.

L

L.B. File Fasteners, Remington Rand Inc.
L.E.B. Binder Clips, Cushman & Denison Mfg. Co.
L. L. BROWN Papers and Manuscript Covers, L. L. Brown Paper Co.
LM5 Felt Tip Marker, Ideal Stencil Machine Co.
LA BONTE Calculating Tables, Systems, Inc.
LA CROSS Wooden Filing Cabinets, Leonard's
LA SALLE Smoking Stands and Costumers, La Salle Products Co.
LABELER Label Moisteners, A. C. Hummel Co.
LABELON Labeling Tape, Labelon Tape Co.
LABELOR Label Moisteners, Better Packages, Inc.
LABELMASTER Label Moisteners, Package Ad & Sealer Co.
LAB-L-MASTER Label Addresser, Master Addresser Co.
LABORATORY Pencils, Blaisdell Pencil Co.
LAC Inks, Fulton Marking Equipment Co.
LADY LEW Mechanical Pencils, Lew Mfg. Co.
LADY SCOT Leather Goods, Wilson Mfg. Co., Inc.
LADY SHEAFFER Fountain Pens, W. A. Sheaffer Pen Co.
LADY TYCOON Dictation Transcribers, SoundScriber Corp.
LAFAYETTE Chalk, National Crayon Co.
LAFAYETTE Pencils, Richard Best Pencil Co., Inc.
LAKE LOUISE Air Conditioners, Pleasantaire Corp.
LAMINENE Drawing Board Surface Material, Keuffel & Esser Co.
LANCASTER Bond Papers, Gilbert Paper Co.
LANCER Fountain Pens, Mechanical Pencils and Desk Sets, Tenner-Anderson Co.
LANDA Leather Goods, Landa Leather Products Co.
LANGITE Feed Rolls, Shipman-Ward Mfg. Co.
LANGITEX Platens, Shipman-Ward Mfg. Co.
LARK Pencils, Wallace Pencil Co.
LASCO-LITE Fluorescent Desk Lamps, Lake Specialty Co.
LASSCO Corner Rounders, Lassco Products, Inc.
LATEXOL Cement Dispensers, H. Cole Co.
LATHEM Time Recorders, Lathem Time Recorder Co.
LATSHAW Rulers, Westcott Rule Co., Inc.
LAUGHLIN Hand and Platform Trucks, Laughlin Mfg. Co., Inc.
LAURA LEE LINDER Leather Desk Accessories, Eaton Paper Corp.
LAUREL Paper Drinking Cups, Boston Drinking Cup Co.
LAWRENCE Notebooks, Tablets and Pads, Kurtz Bros.
LAWRENCE Slide Rules and Calculators, Engineering Instruments, Inc.
LAWSON Metal Waste Baskets, Sand Urns, Cuspidors and Stools, The F. H. Lawson Co.
LAWYERS STYLE File Pockets, Alvah Bushnell Co.
LAY-AWAY Pegboard Systems, C. E. Sheppard Co.
LAY-OUT Pencils, General Pencil Co., Inc.
LAYRITE Carbon Papers, Write, Inc.
LAYTON Daily and Weekly Expense Books, Layton Mfg. Co.
LE FEBURE Machine Bookkeeping Equipment, Visible Record and Ledger Systems, Le Febure Corp.
LE PAGE'S Adhesives, Le Page's, Inc.
LE ROY Lettering Guides and Pens, Keuffel & Esser Co.
LEADER Casters, Hamilton Caster & Mfg. Co.
LEADER Sectional Post Binders, A. E. Boyce Co.
LEARNER Pencils, General Pencil Co.
LEATHERCRAFT Briefcases, Portfolios and Ring Binders, Leathercraft, Inc.
LEATHERETTE File Folders, C. L. Barkley & Co.
LEATHERLIFE Expanding Files and Pockets, Wilson Jones Co.
LEATHEROID File Pockets and Wallets, Quality Park Envelope Co.
LEATHERTUFF Filing Folders, Wabash Filing Supplies, Inc.
LECTRIK-ICE Water Coolers, Uniflow Mfg. Co.
LEDGER Steel Pens, C. Howard Hunt Pen Co.
LEE-BERT Fluorescent Shades and Telephone Cord Covers, Lee-Bert, Inc.
LEFAX Loose Leaf Forms, Budget Systems, Accounting Forms and Ring Binders, Lefax.
LEISUREST Upholstered Couches, Imperial Leather Furniture Co.
LEKTRO Cleaning Crystals, Huntington Laboratories, Inc.
LEMONAL Liquid Soap, Huntington Laboratories, Inc.

LEONARD'S Parcel Post Guides, G. R. Leonard & Co.
LENOX GRADE Index Cards, Oxford Filing Supply Co.
LEOPOLD Desks and Tables, The Leopold Co.
LEST WE FORGET Diaries, Standard Diary Co.
LETHERHANG Hanging File Folders, Weis Mfg. Co.
LET-R-GUARD Metal Files, Globe-Wernicke Co.
LETTADEX Letter Trays, Zephyr American Corp.
LETTER-BALANCE Carbon Papers, Kraus Ribbon & Carbon Co.
LETTERGRAPH Duplicators, Post Card Printers and Stencils, The Heyer Corp.
LETTERHEAD BOND Typewriter Paper, Rockwell-Barnes Co.
LETTER-PERFECT Lettering Guides, Cardinell Corp.
LEVELBEST Carbon Papers, American Ribbon & Carbon Co., Inc.
LEVELMATIC Furniture Levelers, Blake Industries.
LEVER LIFT Staple Removers, Prior Stationery Corp.
LEVISON'S Inks, Levison & Blythe Mfg. Co.
LEV-L-LOCK Binders, Remington Rand Inc.
LEWIS Automatic Tape Sealers, Lipton Mfg. Co., Inc.
LEWIS Etching Presses, Embosograph Corp. of America.
LEWYT Vacuum Cleaners, Lewyt Corp.
LEX Seal Presses, R. H. Smith Mfg. Co.
LEXINGTON Ledger Binders, Elbe File & Binder Co., Inc.
LEXINGTON Spirit Carbons, Colonial Carbon Co.
LEXINGTON Writing Tablets, Hano Paper Co., Inc.
LEXINGTON QUALITY Brief Bags, Cases, Portfolios, Ring Binders, Lexington Leather Goods Co.
LIBERATOR Moisteners and Tape Sealers, A. C. Hummell Co.
LIBERATOR Stencil Duplicators, Speed-O-Print Corp.
LIBERTY Copyholders, Binders, Storage Boxes and Wood Shelving, Bankers Box Co.
LIBERTY Income Tax Records, Bookkeeping Systems and Forms, Commonwealth Publishing Co.
LIBERTY Machine Posting Trays, Wilson Jones Co.
LIBERTY Parcel Post Scales, Triner Scale & Mfg. Co.
LIBERTY Pencils, Eberhard Faber Pencil Co.
LIBERTY Storage Cabinets and Letter Files, Beckley-Cardy Co.
LIBERTY BELL Loose Leaf Fillers, Hano Paper Co., Inc.
LIBRARIAN Brief Covers, Cooke & Cobb Co.
LIBRARY Pencils, Blaisdell Pencil Co.
LIFETIME Fountain Pens and Pencils, W. A. Sheaffer Pen Co.
LIFETIME Onionskin Papers, Gilbert Paper Co.
LIFETIMER Hoop-type Window Clocks, Lifetimer Hoop-Type Window Clock Co.
LI-FLAT Carbon Papers, Stenno Ribbon & Carbon Mfg. Co.
LIFTON Brief Cases and Zipper Envelopes, Lifton Mfg. Co.
LIFT-OUT File Drawer Trays, Automatic File & Index Co.
LIGHTHOUSE Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
LIGHTNIN' Tackers, Burgess Fastening Co.
LIGHTNING Coin Changing Machines, Johnson Fare Box Co.
LIGHTNING Letter Openers and Mail Sealers, The Bircher Co., Inc.
LIGHTNING Stylus Adding Machines, Lightning Adding Machine Co.
LIKWID-URN Liquid Soap Dispensers, Huntington Laboratories, Inc.
LI'L SHARPO Pocket Pencil Sharpeners, Plastic Products Co.
LILY Paper Drinking Cups and Dispensers, Lily-Tulip Cup Corp.
LILY WHITE Colored Pencils, Joseph Dixon Crucible Co.
LIMITED Metal Mechanical Bindings, General Binding Corp.
LINE-A-TIME Copyholders, Remington Rand Inc.
LINEDEX Visible Record Equipment, Remington Rand Inc.
LINE-O-SCRIBE Sign Machines, Morgan Co.
LINK Gummed Tape Dispensers, L. Link & Co., Inc.
LIN-N BOND Carbon Papers, Kee Lox Mfg. Co., Inc.
LINO-SAN Linoleum Soap, Huntington Laboratories, Inc.
LINOWALL Wall Covering, Armstrong Cork Co.
LINOZIPS Linoleum Cutters, C. Howard Hunt Pen Co.
LION Brush Marking Pens, Eyer & Co.
LION BRAND Drawing Inks, Nobema Products Corp.
LIQUASAN Liquid Soap, Huntington Laboratories, Inc.
LIQUA-SHINE Liquid Wax, Huntington Laboratories, Inc.
LIQUI-PASTE Office Paste, Sanford Ink Co.
LIQUI-STICK Gum Adhesive, Sanford Ink Co.
LIQUOGRAPH Duplicating Papers, Rockwell-Barnes Co.
LISTIK Automatic Phone Index, Zephyr American Corp.
LISTO Mechanical Cellophane-Marking Pencils, Listo Pencil Corp.
LITE-FLITE Airmail Envelopes, Tension Envelope Corp.
LITE-MASTER Desk Lamps, Flexo International Corp.
LITE-N-TUFF Hand Trucks, Hamilton Caster & Mfg. Co.
LITE-O-DAY Fluorescent Clock Lamps, Van Dyke Industries.
LITE-WATE Air Mail Stationery, Stauder Engraving Co.
LITHO-RULED Business Forms, The C. E. Sheppard Co.
LITHORUN Duplicating Paper, Copy Papers Sales & Service Agency, Inc.
LITHOSET Carbon Forms, American Lithofold Corp.
LITHOSTRIP Carbon Interleaved Forms, American Lithofold Corp.
LIT-NING Callboard, Lit-Ning Products Co.
LITTLE DANDY Typewriter Stands, Toledo Metal Furniture Co.
LITTLE GIANT Staples, Precision Staple Co.
LITTLE HERCULES Rollaway Files, Cadillac Office Equipment.
LITTLE INCH Tape Dispensers, Better Packages, Inc.
LITTLE JEWEL Ball-Point Pens, Flo-Ball Pen Corp.
LITTLE MAJOR Binder Labeling Clips, Boorum & Pease Co.
LITTLE NIFTY Utility Box, Merriam Mfg. Co.
LIVELY AIRE Electric Fans, Westinghouse Electric Corp.
LIVLONG Ring Book Covers, Trussell Mfg. Co.
LLOYD Chrome Furniture, Lloyd Mfg. Co.
LO-AIR CIRCULAIR Circulators, Kisco Co., Inc.
LOCALITE Desk and Table Lamps, The Fostoria Pressed Steel Corp.
LOCK BOOSTER Ring Binder Locking Device, National Blank Book Co.
LOCKERETTE Coat Racks, Vogel-Peterson Co.
LOCKFONE Telephone Lock, Telephone Devices Co.
LOCK-LABEL Index Guides, Filing Equipment Bureau.
LOCKMASTER Post Binders, National Blank Book Co.
LOCK SEAL Night Depository Bags, Strayer Coin Bag Co.
LOC-TITE Binders, Elbe File & Binder Co., Inc.
LOG LOG DUPLEX Slide Rules, Keuffel & Esser Co.
LOKSWIV Adjustable Casters and Glides, Adjustable Caster Co.
LOKTITE Magazine Binders, Elbe File & Binder Co., Inc.
LONDON GLAZE Upholstery Leather, Eagle-Ottawa Leather Co.
LONERGAN Steel Transfer Cases, Lonergan Mfg. Co.
LONG REACH SWINGLINE Staplers, Speed Products Co., Inc.
LONG TOM Lumber Marking Crayons, St. Louis Crayon & Handle Co.
LONGARM Staplers, Arrow Fastener Co., Inc.
LONGEDGE Carbon Papers, Write, Inc.
LONGHORN Stencils, Ribbons and Carbons, American Carbon Paper Mfg. Co.
LONG-LIFE Gavels and Accessories, Lignum-Vitae Products Corp.
LONG-LIFE Pencil Pointers, Stempel Mfg. Co.
LONG-POINT Thumb Tacks, Hampden Mfg. Co., Inc.
LONGVIEW Magnifying Glasses, Edroy Products Co.
LONG-WRITER Ball Pen, American Pencil Co.
LOOK-SEE Magnifying Glasses, R. M. Holliday Co.
LORD LEW Mechanical Pencils, Lew Mfg. Co.
LOSO Liquid Soap, Theo. B. Robertson Products Co., Inc.
LOTTER Drawing Instruments, Nobema Products Corp.
LOYAL Billfolds and Leather Products, U. S. Luggage & Leather Products Co.
LOYAL Luggage and Leather Goods, Luxor Leathercraft Corp.
LOYAL Pencils, General Pencil Co.
LOYALTY Ribbons and Carbons, Write, Inc.
LOY'S Abacus, Loy's Chinese Abacus Agency.
LUB-A-SPRAY Lubrication Devices, Panef Mfg. Co., Inc.
LUCAS Roll Stamp Dispensers, Walter Wagner Corp.
LUCKY CLOVER Letter Openers, Stationers Specialty Co.
LUCKY STRIPE Pencils, Blaisdell Pencil Co.
LUMIROL Plastic Typewriter Ribbons and Ink Distribution Rollers, Lumirol Co.
LUNA Colored Checking Pencils, J. S. Staedtler, Inc.
LUNDSTROM Pedestal Typewriter Fixture, Lundstrom Laboratories, Inc.
LUNDSTROM Sectional Book Cases, C. J. Lundstrom Mfg. Co.
LUPLEX Electric Signs, Metallic Arts of New England, Inc.
LUSTERALL Metal Polish, Huntington Laboratories, Inc.
LUSTRE Carbon Papers, A. P. Little, Inc.
LUSTRO Pencils, American Pencil Co.
LUSTRO Stencil Paint and Inks, Superior Marking Equipment Co.
LUX Clocks, Lux Clock Mfg. Co., Inc.
LUX Fountain Brush Pens, Lux Pen Co.
LUXURY IN LEATHER Upholstered Furniture, Niemann, Inc.
LUXWOOD Folding Tables, James P. Luxem Co.
LUXYLITE Scales and Triangles, Keuffel & Esser Co.
LYCEUM Steel and Silver Steel Pens, Eagle Pencil Co.
LYNO Desk Pads, George E. Fox & Co.
LYON Steel Cabinets, Folding Chairs, Stools, Stock Carts, Drawing Tables and Shelving, Lyon Metal Products, Inc.

M

M-BAC Binders, Elbe File & Binder Co., Inc.
MBF BRAND Ribbons and Carbons, Miller-Bryant-Pierce
McM Business Systems and Loose Leaf Devices, McMillan Book Co.
MCM Magazine Binders, The Federbush Co., Inc.
M & M Ribbons and Carbons, Mittag & Volger, Inc.
M. P. Coin Changers, Clipboards and Binder Clips, Metal Products Engineering, Inc.
MP HANDY Clipboards, Metal Products Engineering, Inc.
M & V Ribbons and Carbons, Mittag & Volger, Inc.
MACEY Filing Supplies, Grand Filing Supply Co.
MAC-MIETH Punches, MacMieth Co.
MACO Labels, Tags and Pin Tickets, J. L. May Co.
MACO-LINER Copyholder, Pettersen Mfg. Co.
MADAME BUTTERFLY Silk Typewriter Ribbons, Miller-Bryant-Pierce
MADE RIGHT Sample Cases, Service Kits, Knickerbocker Case Co.
MADURO Erasing Fluid, Keuffel & Esser Co.
MAENDLER Lettering Brushes, Maendler Brush Mfg. Co., Inc.
MAGIC Binding Posts, Magic Binding Post Co.
MAGIC Correction Fluid, Continental Ink Co.
MAGIC Memo Pads, Vita Specialties Co.
MAGIC Stationery Specialties, Majestic Stationery Co.
MAGIC ARM Fluorescent Lamps, Acme Lite Products Co.
MAGIC CARPET Chair Cushions, Canvas Products Corp.
MAGIC CIRCLE Floor Polishers, Magic Circle Mfg. Corp.
MAGIC COPY Gelatin Film Duplicators, Redigraph, Inc.
MAGIC-DISC Recording Discs, Magnetic Recording Industries
MAGIC FLOW Ball-Point Pens, S. Buchsbaum & Co.
MAGIC FLOW Duplicating Inks, Continental Ink Co.
MAGIC-JOG Paper Joggers, Magic Circle Mfg. Corp.
MAGIC MAILER Envelope Sealers, Haldon Mfg. Co., Inc.
MAGIC MARKER Marking Instrument, Speedry Products, Inc.
MAGIC PRINT Duplicating Stencils, Continental Ink Co.
MAGIC-WAY Decalcomanias, National Decalcomania Corp.
MAGISTRATE Steel and Silver Steel Pens, Eagle Pencil Co.

MAGNA-READ Plastic Reading Glasses, Franklin Metal Products Co.
MAGNATEL Telephone Amplifier, Electro Engineering & Mfg. Co.
MAGNE-DEX Vertical Visible Files, Business Efficiency Aids.
MAGNIFYING Mechanical Pencils, Pen-N-Pencil Co.
MAGNI-FOCUSER Binocular Eyeshades, Edroy Products Co.
MAGNIKOL Filing Guide, Koller & Smith Co., Inc.
MAGNI-LINE Copyholder Reading Glasses, Copy Right Mfg. Corp.
MAGNIPROX Reading Glasses, Buhl Optical Co.
MAGNOLIA Colored Pencils, Reliance Pencil Corp.
MAGNUM ELASTIC Steel Pens, Eagle Pencil Co.
MAGNUS Typewriter Cleaning Machines and Hand Cleaner, Magnus Chemical Co.
MAGNUSOL Office Machine Cleaning Solution, Magnus Chemical Co.
MAIL & EXPRESS Postal Scales, Pelouze Mfg. Co.
MAIL-AIDS Gummed Labels, Eureka Specialty Printing Co.
MAIL-A-VOICE Dictating Machines, Brush Development Co.
MAILMASTER Hand Letter Opener, Sealer, Stamp Affixer, Commercial Controls Corp.
MAILMASTER Mailing Boxes, Mason Box Co.
MAILOMAT Coin Letter Boxes, Pitney-Bowes, Inc.
MAIL-O-METER Stamp Affixing and Envelope Sealing Machines, Pitney-Bowes, Inc.
MAILOPENER Letter Opening Machines, Pitney-Bowes, Inc.
MAINLINE Ribbons and Carbons, Burroughs Adding Machine Co.
MAINLINER Safes, Valentine Safe & Lock Works
MAJESTIC Sectional Post Binders, Boorum & Pease Co.
MAJESTIC Staplers, Staples and Paper Clips, Majestic Staple Co.
MAJOR Leather Goods, Major Leather Goods Mfg. Co.
MAJOR Staplers and Staples, Arrow Fastener Co., Inc.
MAJOR GLO'S Floor Wax, Theo. B. Robertson Products Co., Inc.
MAJOR-DOMO Memo Pads and Perpetual Calendars, Finch & McCullough.
MAK-UR-OWN Index Tabs, Sheets and Hinges, Victor Safe & Equipment Co., Inc.
MALFA Pigments, Oils and Water Colors, F. Weber Co.
MALTA Safes, Guardsman Safe Co.
MALTESE Flat Glass and Lenses, Semon Bache & Co.
MANAGERIAL Steel Files, Northwest Metal Products Co.
MANDATE BOND Typewriter Papers, American Pad & Paper Co.
MANHATTAN STUB Steel and Silver Steel Pens, Eagle Pencil Co.
MANIFEST Ledger and Mimeo Papers, Eastern Corp.
MANIFOLD Air Mail Envelopes, Western States Envelope Co.
MANI-FOLD Continuous Forms and Adapter, Uarco, Inc.
MANIFOLD Copying Pencils, Eagle Pencil Co.
MANIFOLDER Autographic Registers, Uarco, Inc.
MANILALIFE Filing Supplies and Envelopes, Wilson Jones Co.
MAN-O-WAR Stencil Correction Fluid, Ronnie Products, Inc.
MANUFILE Punches and Binder-Folders, Cottrell-Clarke, Inc.
MANUSCRIPT Steel Pens, C. Howard Hunt Pen Co.
MAP MARKER Pencils, Blaisdell Pencil Co.
MAPLE LEAF Carbon Papers, Miller-Bryant-Pierce.
MARABU Artists Colors, Rulers, Nobema Products Corp.
MARATHON Ribbons, Carbons and Master Units, Columbia Ribbon & Carbon Mfg. Co., Inc.
MARBLE Chairs, B. L. Marble Chair Co.
MARCEL GEM Paper Clips, Noesting Pin Ticket Co., Inc.
MARCHANT Calculators, Marchant Calculators, Inc.
MARCO Pencils, Wallace Pencil Co.
MARCREST Onionskin, Marvin Envelope & Paper Co.
MAREBE Tracing Paper, Nobema Products Corp.
MARGINATOR Typewriter Margin Justifiers, Marginator Co.
MARIGOLD Pencils, Eberhard Faber Pencil Co.
MARK KING Brush Pens and Inks, Mark King Corp.
MARKAL Marking Crayons, Markal Co.
MARKFAST Rubber Stamp Inks, The Irwin-Hodson Co.
MARKILO Cellulose Acetate Products, Markilo
MAR-KIT Fountain Brushes and Inks, Specialty Ink Co., Inc.
MARKIT Stencil Inks, Sanford Ink Co.
MARKIT Pocket Rubber Stamps, Ehlbert Products
MARKING Thumb Tacks, Hampden Mfg. Co., Inc.
MARKMASTER Marking Pencils, Wm. A. Force & Co., Inc.
MARK-ON Labeling Tape, The TapeMark Co.
MARKWELL Marking Brushes, M. Grumbacher, Inc.
MARKWELL Staplers, Staples and Moisteners, Markwell Mfg. Co., Inc.
MARLBORO Fountain Pens, David Kahn, Inc.
MARLUM Lumber Marking Ink, Irwin-Hodson Co.
MARS Indelible Pencils, Lead Holders, Leads, J. S. Staedtler, Inc.
MARS INTENSOR Hectograph Pencils, J. S. Staedtler, Inc.
MARS-LUMOGRAPH Drawing Pencils and Leads, J. S. Staedtler, Inc.
MARSH Bristol Board, Arthur Brown & Bro., Inc.
MARSH Stencil Machines and Shipping Room Supplies, Marsh Stencil Machine Co.
MARSKIN Onionskin Papers, Marvin Envelope & Paper Co.
MARTENS Type Cleaners, Martens Type Cleaner Co.
MARTIN Casters, Phoenix Caster Co., Inc.
MARTIN Floor Finish, Huntington Laboratories, Inc.
MARTINI Tempera Colors, Nobema Products Corp.
MARVEL Adhesives, Inks, Stencils and Type Cleaners, Marvel Products, Inc.
MARVEL Drawing Instruments, Chas. Bruning Co., Inc.
MARVEL Mechanical Pencils, Pen-N-Pencil Co.
MARVEL Office Punches and Mail Openers, Wilson Jones Co.
MARVEL Pencil Sharpeners, Automatic Pencil Sharpener Co.
MARVEL Window Cleaners, Marvel Window Cleaner, Inc.
MARVIN Papers, Marvin Envelope & Paper Co.
MASCO Intercommunication Systems, Mark Simpson Mfg. Co., Inc.
MASCOT Circular Slide Rules, Tavella Sales Co.
MASHEK Leather Goods, Stein Bros. Mfg. Co.
MASO Steel Office Stands and Desk Trays, Maso Steel Products.
MASONCRAFT Albums, Desk Pads and Classifiers, Mason Stationery Products, Inc.
MASS Seal Presses, R. H. Smith Mfg. Co.
MASSERATOR Paper Shredders, Western Reserve Laboratories.
MASTA Paper Fasteners and Clips, Majestic Staple Co.
MASTER Cash & Bond Boxes, Master Metal Products, Inc.
MASTER Casters, Master Mfg. Co.
MASTER Catalog Cases, Indexes, Paper Punches, Master Products Mfg. Co.
MASTER Drawing Tables, Engineering Mfg. Co.
MASTER Letter Files, Acme Letter File Corp.
MASTER Pocket Seal Presses, Art Novelty Mfg. Co.
MASTER Portable Spirit Duplicator, Master Addresser Co.
MASTER Spray Painting and Branding Equipment, Master Mfg. Co.
MASTER Stamp Pads and Inks, Peerless Office Products Corp.
MASTER ADDRESSER Addressing Machines, Master Addresser Co.
MASTER COPY-RITE Liquid Duplicators, Wolber Duplicator & Supply Co.
MASTER MARKER Marking Devices, Pannier Corp.
MASTER PINK Rubber Erasers, Weldon Roberts Rubber Co.
MASTER PRINTER Lettering Outfits, Technygraph Co.
MASTER SPEED KEYS Typewriter Cushion Keys, Speed Key Corp.
MASTER UNIT Correction Pencils, General Pencil Co., Inc.
MASTER WRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
MASTER-FILER Filing Cabinets, Art Steel Sales Corp.
MASTERITE Platens, Ames Supply Co.
MASTERPIECE Fountain Pens, W. A. Sheaffer Pen Co.
MASTERPIECE Paint Sets, Palmer Show Card Paint Co., Inc.
MASTERPIECE Pencils, Blaisdell Pencil Co.
MASTERTAN Chamois, Schroeder & Tremayne, Inc.
MASTERWALL Partitions, E. F. Hauserman Co.
MATCHLESS School Supply Items, A. C. McClurg & Co.
MATTHEWS Marking Devices, James H. Matthews & Co.
MATTOLEIN Paper Treating Solution, Koh-I-Noor Pencil Co., Inc.
MAYCO Coin Trays, Roll Memo Pads and Rubber Stamp Racks, Mayer Mfg. Co.
MAYCO Loose Leaf Binders, The Mayfair Co.
MAYFAIR Metal Office Accessories and Desk Lamps, The Mayfair Co.
MAYFLOWER Pencils, Blaisdell Pencil Co.
MAYHAL Photocopy Machines, Mayhal Photocopy Corp. of America
MAYLINE Drafting Furniture and Equipment, Engineering Mfg. Co.
McBEE Binders and Loose Leaf Devices, The McBee Co.
McCASKEY Cash Registers, Cash Drawers, Safes and Charge Account Systems, The McCaskey Register Co.
McGILL Office and Ticket Punches, McGill Metal Products Co.
McILRATH MARKERS Ledger and Binder Markers, Roy E. McIlrath.
McKEEVER Automobile Expense Book, McKeever Press
McLEOD Desks and Costumers, McLeod Furniture Co.
McMAHAN Typewriter Desk Mechanism, McMahan Bros. Desk Co.
MEAD Bond, Mimeo and Duplicator Papers, The Mead Sales Co., Inc.
MEDALIST Fountain Pens, Waterman Pen Co., Inc.
MEDALLION Leather Desk Sets, Blue Star Leather Mfg. Corp.
MEDIA Pencils, Reliance Pencil Corp.
MEDIUM ELASTIC Steel and Silver Steel Pens, Eagle Pencil Co.
MEILICKE Calculating Tables and Calculators, Meilicke Systems, Inc.
MEILINK Steel Safes, Meilink Steel Safe Co.
MELTON'S Travel Expense Books and Income Tax Records, Melton Publishing Co.
MEMINDEX Pocket Reminders and Card Files, Wilson Memindex Co.
MEMO Punches, Wilson Jones Co.
MEMOAIDE Calendar Bases, Keith Clark, Inc.
MEMO-ALL Desk Memo Pads, Finch & McCullough
MEM-O-DAY Desk Calendars, Keith Clark, Inc.
MEMO-KEEPER Desk Vertical Files, Lit-Ning Products Co.
MEMO-MATIC Pocket and Desk Secretaries, Polycraft, Inc.
MEMO-PAL Desk Roll Memo Pads, Prevue-Radsell Co.
MEMO-ROLL Memo Pads, Gran-Adell Mfg. Co.
MEMORY MASTERPIECES Desk Memos and Calendars, Finch & McCullough
MEMOS-TO-ME Pocket Secretaries, Nascon Products Division
MEM-O-TAB Scratch Pad Holders, Aluminum Desk Accessories Co., Inc.
MENDSALL Gummed Cloth, Warshaw Mfg. Co., Inc.
MEPHISTO Copying and Checking Pencils, Koh-I-Noor Pencil Co.
MERCANTILE Pencils, Eagle Pencil Co.
MERCANTILE Statements and Bill Heads, American Pad & Paper Co.
MERCHANDISE Bond, Ledger and Index Papers, Empire Paper Co.
MERCHANTS' Mark-up Calculators, Graphic Calculator Co.
MERCHANTS Pencils, A. W. Faber-Castell Pencil Co.
MERCHANTS' Slide Rules, Keuffel & Esser Co.
MERCHANTS Wood Index Files, Letter Trays, Merchants Box Co.
MERCHANTS M. B. Binders, Wilson Jones Co.
MERCURY Drawing Instruments, Keuffel & Esser Co.
MERCURY Electronic Voicewriter, Thomas A. Edison, Inc.
MERCURY Pencils, General Pencil Co.
MERCURY Staplers, Staples, Bates Mfg. Co.
MERCURY-GRAPH Multigraph Rollers, Rapid Roller Co.
MERCURY-LITH Multilith Blankets and Rollers, Rapid Roller Co.
MERIDIAN EVR-FLAT Carbon Papers, Manifold Supplies Co.
MERIT Memo Books, School Supplies, Greg Sales Co., Inc.
MERIT Pencils, American Pencil Co.
MERIT Stencil Paper, Marr Duplicator Co., Inc.

MERRIAM Cash Boxes, Personal Files, Merriam Mfg. Co.
MERRIAM-WEBSTER Dictionaries, G. & C. Merriam Co.
METAL MARKING Pencils and Crayons, Eberhard Faber Pencil Co.
METALEX Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
METAL-HOLED Reinforced Sheets, National Blank Book Co.
METAL-LUX Metal Posture Chairs, Milwaukee Metal Furniture Co.
METAPOST Drawing Tables, Frederick Post Co.
METEOR BRAND Spirit Carbons and Master Units, A. P. Little, Inc.
METHOD Pencils, Reliance Pencil Corp.
METHODIC Adding Machine Rolls and Scratch Pads, Rockwell-Barnes Co.
METRIC Pencils, Joseph Dixon Crucible Co.
METRO Letter Files, Acme Letter File Corp.
METROPOLITAN Binders, The Federbush Co., Inc.
METROPOLITAN Pencils, Joseph Dixon Crucible Co.
MEYCO Ticket Punches, Fred L. Meyers Mfg. Co.
MEYLAN Time Study Boards, Meylan Stopwatch Corp.
MIAMI Autographic Registers and Forms, Miami Systems Corp.
MIAMI Indexes and Filing Folders, Wabash Filing Supplies, Inc.
MICHIGAN Letter Files, Weis Mfg. Co.
MICRO RECORD Microfilm Equipment, Micro Record Corp.
MICRODEX Microfilm Files, Remington Rand Inc.
MICRO-FILE RECORDAK Microfilming Equipment, Recordak Corp.
MICROMETRIC Carbons, F. S. Webster Corp.
MICROTOMIC Drawing Pencils, Eberhard Faber Pencil Co.
MIDCO Fluorescent Desk Lamps, Midwest Naturlite Co.
MIDGET Card Index Outfits, Weis Mfg. Co.
MIDGET Cash Boxes, Merriam Mfg. Co.
MIDGET Letter Files, Acme Letter File Corp.
MIDGET Pencil Sharpeners, Automatic Pencil Sharpener Co.
MIDGET Price-Marking Machines, A. Kimball Co.
MIDGET Slide Rules, Gilson Slide Rule Co.
MIDGETTE Ball Pens, Fieldston Products Corp.
MIDLAND Steel Shelving, Midland Mfg., Inc.
MIDWEST Folding Tables, Midwest Folding Products
MIDNIGHT Ribbons, Carbons and Fountain Pen Inks, The Carter's Ink Co.
MID-STATES REALLY FLAT Gummed Paper, Mid-States Gummed Paper Co.
MIGRATOR Wardrobe Suitcases, Warren Leather Goods Co.
MIKAFILM Transparent Sheets, Cooks', Inc.
MILADY Fountain Pens, W. A. Sheaffer Pen Co.
MILAPACO Paper Drinking Cups and Dispensers, Milwaukee Lace Paper Co.
MILE STONES Five-Year Diaries, Standard Diary Co.
MILES Recorders, Miles Reproducer Co., Inc.
MILLBROOK Ring Book Fillers, Eureka Blank Book Co.
MILL-R Filing Folders, George W. Millar & Co.
MILLER Payroll Systems, C. E. Sheppard Co.
MILLER LINE Ribbons and Carbons, Miller-Bryant-Pierce.
MILLERS FALLS Opaque Parchment, Millers Falls Paper Co.
MILLERS FALLS EZERASE Bond and Onionskin Papers, Millers Falls Paper Co.
MILLIONS DAILY Pins, Staples, Clips and Thumb Tacks, Noesting Pin Ticket Co., Inc.
MILLS Metal Office Partitions, The Mills Co.
MILLSAP LIST PRESS Label Addressers, Chauncey Wing's Sons.
MILTIER Desk and Telephone Lamps, Miltier Lighting Products
MILWAUKEE Chairs, Milwaukee Chair Co.
MIMEO Duplicators and Supplies, Mimeo Mfg. Co.
MIM-E-O Stationery Racks, Halverson Specialty Sales.
MIM-E-O Stencil Files, Mim-E-O Stencil Files Co.
MIMEO BOND Mimeo Paper, Duplicating Papers, Inc.
MIMEOCRAFT Bond Paper, Eastern Corp.
MIMEOLITH Offset Duplicator Supplies, A. B. Dick Co.
MIMEOSCOPE Stencil Scopes, A. B. Dick Co.
MIMEOTYPE Stencil Sheets, A. B. Dick Co.
MINERAL BUTTER Hand Cleaner, Associated Services
MINERVA Fountain Pens, W. A. Sheaffer Pen Co.
MINI Duplicator, Vari-Color Duplicator Co.
MINIATURE Photo Albums, Slide Rules, Guedon Co.
MINI-MAG Vest Pocket Magnifiers, Edroy Products Co.
MINI-MAILER Addressing Machines, Safeguard Corp.
MINI-RECORD Microfilming Equipment, The Haloid Co.
MINUSA Drawing Instruments, Keuffel & Esser Co.
MINUTE Pencils, Reliance Pencil Corp.
MINUTE MAN Bond Boxes and Personal Files, Lexington Metal Products, Inc.
MIRACLE Ball Point Pen, David Kahn, Inc.
MIRACLE-S Platens, Typewriter Equipment Co., Inc.
MIRADO Pencils, Eagle Pencil Co.
MI-REFERENCE Personal Financial Records, Pfening & Snyder.
MISCO Post Card Duplicators, Mimeographing Supply Co.
MISTAKE MASTER Erasers, V. & E. Mfg. Co.
MITE Postal Scales, B-T Co., Inc.
MINT-E-SEAL Envelopes, Sheppard Envelope Co.
MITCHELL Fluorescent Desk Lamps and Air Conditioners, Mitchell Mfg. Co.
MITTO Liquid Stencil Inks, Superior Marking Equipment Co.
MITVOL Ribbons and Carbons, Mittag & Volger, Inc.
MOBILAIRE Electric Fans, Westinghouse Electric Corp.
MOBILE Parallel Ruling Straightedges, Engineering Mfg. Co.
MODEL Daters, William A. Force & Co.
MODE-MAKER Desks and Tables, General Fireproofing Co.
MODERN Box Files, Weis Mfg. Co.
MODERN Desk Pads, Modern Desk Pad Mfg. Co.
MODERN Wall Calendars, Tablets and Pads, Kurtz Bros.
MODERN ADDRESS-AID Labels, Bison Research Service.
MODERN AMERICAN Steel Desk, Browne-Morse Co.
MODERN COPY-AID Carbon Paper, Bison Research Service.
MODERN DE LUXE Postal Scales, I. D. L. Mfg. & Sales Co.
MODERN VIKING Paper Drinking Cups, Boston Drinking Cup Co.
MODERN WRITING Penholders, Joseph Dixon Crucible Co.
MODERN WRITING Steel Pens, Eagle Pencil Co.
MODERN-AIRE Air Circulators, Modern Utilities Co.
MODERNAIRE Steel Desks, Invincible Metal Furniture Co.
MODERNE Desk Lamps, Lincoln Lighting Products, Inc.
MODERNFOLD Doors, New Castle Products.
MOGUL Ring Books, National Blank Book Co.
MOHAWK Tablets and Pads, Mohawk Tablet Co.
MOHAWK Sectional Post Binders, Wilson Jones Co.
MOHAWK CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
MOISTRITE Mimeo Bond and Offset Papers, Mead Sales Co., Inc.
MOISTURE-PROOF Pencils, Eagle Pencil Co.
MOLDMASTER Cash Box Trays, Art Steel Sales Corp.
MOLLOY MADE Leatherette Accessories, S. K. Smith Co.
MOLTEX Foam Rubber Cushioning, American Latex Products Corp.
MONA LISA Colored Oil Chalk Crayons, Koh-I-Noor Pencil Co., Inc.
MONARCH Adding Machines and Typewriters, Remington Rand Inc.
MONARCH Chalk and Eraser Sets, Weber Costello Co.
MONARCH Costumer, Valco Co.
MONARCH Current Ledger Outfits, A. E. Boyce Co.
MONARCH Dating Stamps, Wm. A. Force & Co.
MONARCH Office Printing Outfits, Wm. A. Force & Co., Inc.
MONARCH Paper Trimmers, Milton Bradley Co.
MONARCH Pencils, Monarch Pencil Co.
MONARCH Price-Marking Equipment, Monarch Marking System Co.
MONARCH Ring Books, National Blank Book Co.
MONARCH Staples, Thumb Tacks, Pins and Paper Clips, Vail Mfg. Co.
MONARCH Tabulating Card Tub Files and Sorting Racks, Monarch Metal Products, Inc.
MONARCH Typewriter Stands, Maso Steel Products
MONCO Ink Eradicators and Inks, Mongol Chemical Co.
MONDEX Pocket Memo Books, Nascon Products Division
MONGOL Pencils, Erasers and Leads, Eberhard Faber Pencil Co.
MONITOR Circular Slide Rules, Tavella Sales Co.
MONITOR Desk Calendars and Refills, Ever Ready Calendar Mfg. Co.
MONOCHROME Fountain Pens and Pencils, Monochrome Pen Co.
MONOGRAM Book Matches, Monogram Machine Supply Co.
MONOGRAMER Initialing Machines, Roberts, Cushman & Co.
MONO-PIN Price Tickets, A. Kimball Co.
MONOSOL Ink Eradicators, Scriptex Products Co., Inc.
MONOWALL Wall Covering, Armstrong Cork Co.
MONROE Adding, Calculating, Bookkeeping and Checkwriting Machines, Monroe Calculating Machine Co.
MONROE Box Letter Files, Weis Mfg. Co.
MONROE Post Binders, Elbe File & Binder Co., Inc.
MONRO-MATIC Calculating Machines, Monroe Calculating Machine Co.
MONTE CARLO Stop Watches, J. L. Galef & Son, Inc.
MONTGOMERY Magnifiers, Montgomery & Co., Inc.
MOON Copying Pencils, J. S. Staedtler, Inc.
MOONCREST Metal Desk Accessories, Smith Metal Arts Co., Inc.
MOONLIGHT Pencils, J. S. Staedtler, Inc.
MOORE Autographic Registers and Cash Drawers, Rediform Division, Moore Business Forms, Inc.
MOORE Business Forms and Salesbooks, Moore Business Forms, Inc.
MOORE Marking Tacks, Push Pins, Hangers, Thumb Tacks and Map Tacks, Moore Push-Pin Co.
MOORE FINGERTIP Fountain Pens, Moore Pen Co.
MOORE'S MODERN METHODS Loose Leaf Systems, John C. Moore Corp.
MOORE'S STAK-TRAYS Letter Trays, Standard Industrial Products Co.
MORO Pencils, Reliance Pencil Corp.
MORRILL Seal Presses, R. A. Stewart & Co., Inc.
MORRIS Desk Sets, Phone Rests and Sponge Cups, Bert M. Morris Co.
MORRIS HE-MAN Ash Receivers, Bert M. Morris Co.
MORRISMEM Memo Pad Holders, Bert M. Morris Co.
MORRISET Desk Sets, Bert M. Morris Co.
MORRISHARP Electric Pencil Sharpeners, Bert M. Morris Co.
MORRISON Fountain Pens, Morrison Fountain Pen Co.
MORRISTRAY Letter Trays, Bert M. Morris Co.
MORTON Pen & Pencil Sets, Morrison Fountain Pen Co.
MOTIF Pencils, Crayons and Leads, Wallace Pencil Co.
MOUNTAINAIRE Air Conditioners, Pleasantaire Corp.
MOUNTIES Photo Corners, Mounties, Inc.
MOUNT VERNON Master Units, Colonial Carbon Co.
MR. SLIM Mechanical Pencil, Quick Point Pencil Co.
MRS. AMERICA Plastic Card Files, American Plastic Mfg. Co., Inc.
MUCHA-MEMO Filing System Sighals, Filing Equipment Bureau.
MULBERRY Bond Paper, Hano Paper Co., Inc.
MULTI POST Catalog File, Master Products Mfg. Co.
MULTIBINDER Magazine Binders, Gaylord Bros.
MULTIBINDING Loose Leaf Binding, Veet Industries.
MULTICAL Calipers, Guedon Co.
MULTICHROME Pencils, General Pencil Co., Inc.
MULTICOPY Duplicator Papers, The Appleton Coated Paper Co.
MULTI-DUTY Slide Rules, Arthur Brown & Bro.
MULTIFAX Columnar Pads, Associated Stationers Supply Co.
MULTI-FLEX Binder Racks, Diebold, Inc.
MULTIGRAPH Duplicators and Fold Machines, Addressograph-Multigraph Corp.
MULTI-KLEEN'R Type Cleaners, The Multistamp Co., Inc.
MULTIKOPY Ribbons, Carbons and Duplicating Supplies, F. S. Webster Co.
MULTI-LINKT Continuous Forms, Uarco, Inc.
MULTILITH Lithographing Machines, Addressograph-Multigraph Corp.
MULTI-MATIC Accounting and Pay Roll Systems, Remington Rand Inc.
MULTIPLE-15 Desks and Tables, Metal Office Furniture Co.

MULTIPLEX Carbon-Coated Papers, General Manifold & Ptg. Co.
MULTI-PLY Continuous Forms, Uarco, Inc.
MULTI-POINT Pencil Sharpeners, Cooke & Cobb Co.
MULTIPOST Stamp Affixers, Commercial Controls Corp.
MULTI-RECORD Accounting Systems, Charles R. Hadley Co.
MULTI-RITE Accounting Board, C. E. Sheppard Co.
MULTISCOPE Stencil Scopes, The Multistamp Co., Inc.
MULTI-SORT Card Sorting Systems, E-Z Sort Systems, Ltd.
MULTI-SPRED Strip Accounting, Charles R. Hadley Co.
MULTISTAMP Stencil Duplicators, The Multistamp Co., Inc.
MULTI-UNIT Map Systems, The Geo. F. Cram Co., Inc.
MULTIWRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
MULTO Calculating Machine, Addo Machine Co., Inc.
MULT-O Loose Leaf Metals, Wire-O Corp.
MULTO RING Binders, Cooks', Inc.
MULTUM Die Plate Daters, James H. Matthews & Co.
MUN-KEE Stamp Pads and Inks, Bates Mfg. Co.
MUNSEY Typewriter Papers, Milton Bradley Co.
MUNSON PNEUMATIC Typewriter Cushion Keys, Munson Supply Co.
MUR-MILL Upholstered Office Chairs, Murphy-Miller, Inc.
MURRAY Electro-Stylus, American Stencil Mfg. Co.
MUSCULAR Steel and Silver Steel Pens, Eagle Pencil Co.
MUTUAL Pay Roll and Withholding Tax Record Books, Mutual Publishers.
MUTUAL Staple Removers, Mutual Stationery Supply Corp.
MUTUAL Typewriter Papers, Eureka Blank Book Co.
MYBRO Finger Pads, Molded Rubber Co.
MYFILE Desk Organizers, The Globe-Wernicke Co.
MY PAL Salesmen's Sample Cases, Knickerbocker Case Co.
MYSTIC Pencils, General Pencil Co.
MYSTIK Cloth Tapes and Masking Tapes, Mystik Adhesive Products.

NUMERICAL BRANDS

2-DEX Phone Address Books, Elbe File & Binder Co., Inc.
3 IN 1 Desk Calendars, Columbian Art Works, Inc.
3-ON Check Binders, National Pass Book & Supply Co.
3-STEP Permanent Storage Binders, Elbe File & Binder Co., Inc.
4-FIL Fountain Pens, Welty Pen & Repair Co.
4 IN 1 Desk Calendars, Columbian Art Works, Inc.
4 IN 1 Payroll Envelopes, Atlanta Envelope Co.
4 STAR Bond Papers, Southworth Co.
20TH CENTURY Interest Tables, Signs and Bulletin Boards, The Twentieth Century Co.
20TH CENTURY Soaps, Sweeping Compounds and Polishes, Theo. B. Robertson Products Co., Inc.
"21" Fountain Pens, Parker Pen Co.
"37" SUPER WHITE Artists' White, Craftint Mfg. Co.
40 WINKS Office Couches, Stationers Mfg. Co.
"51" Fountain Pens, Mechanical Pencils and Inks, Parker Pen Co.
100 YEAR Fountain Pens and Mechanical Pencils, Waterman Pen Co., Inc.
"505" MAGNETIC MEMORY Telephone Answering Device, Magnetic Recording Industries.
1500 LINE Metal Desks, Art Metal Construction Co.

N

NBC Leather Goods, National Brief Case Mfg. Co.
N-C Staplers and Staples, Neva-Clog Products, Inc.
NPM Postal Scales and Letter Openers, Commercial Controls Corp.
NABOB Copying Pencils, Richard Best Pencil Co., Inc.
NAIRN Desk Top and Floor Linoleum, Congoleum-Nairn, Inc.
NAME-O-GRAMER Gold Embossing Machines, Roberts, Cushman & Co.
NAM-O-PLATE Name Plate Outfits, M. & G. Harris Co.
NAPCO Addressing Machine Plates and Supplies, National Address Plate Co.
NARRAGANSETT Steel Lockers, Shelving, Storage and Wardrobe Cabinets, Narragansett Machine Co.
NASCON AT-A-GLANCE Record Books, Nascon Products Division
NATIONAL Bank Pins, Star Pin Co.
NATIONAL Brief Cases and Portfolios, National Brief Case Mfg. Co.
NATIONAL Brief Covers, Photo Mailing Envelopes, Binder Covers and Tags, National Fiberstok Envelope Co.
NATIONAL Carbon Papers, The Buckeye Ribbon & Carbon Co.
NATIONAL Card Index Trays, National Office Specialty Co.
NATIONAL Cash Registers and Business Machines, National Cash Register Co.
NATIONAL Copying and Colored Pencils, National Pencil Co.
NATIONAL Crayons and Chalk, National Crayon Co.
NATIONAL Desks and Office Furniture, National Desk Co.
NATIONAL Label Decalcomanias, National Decalcomania Corp.
NATIONAL Ledgers, Binders, Bound Books, Sheet Holders and Accounting Systems, National Blank Book Co.
NATIONAL Paper Trimmers, Milton Bradley Co.
NATIONAL Photo Mailers, National Fiberstok Envelope Co.
NATIONAL Postal Scales, Pelouze Mfg. Co.
NATIONAL Rubber Type, Pannier Corp.
NATIONAL School Furniture, National School Equipment Co.
NATION-WIDE OFFICE-AIDE Wage Calculators and Payroll Records, The Colonial Co.
NAT-LOCK Post Binders, National Blank Book Co.
NAT-MAT Showcard and Mountboard, National Card, Mat & Board Co.
NATTY LEE Sleeve Protectors, Stationers Specialty Co.
NAVAJO CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
NAVIGATOR Pencils, Koh-I-Noor Pencil Co., Inc.
NEARLEATHER Envelopes, Globe-Wernicke Co.
NEATYPE Type and Platen Cleaners, Starkey Chemical Process Co.
NEEDLEPOINT Thumb Tacks and Marking Tacks, Hampden Mfg. Co., Inc.
NEEDLESORT Edge-punched Cards, Punches, Boeckler Instrument Co.
NEED-L-POINT Thumb Tacks, Shelton Tack Co.
NEENAH Bond and Typewriter Papers, Neenah Paper Co.
NEETLINE Ball Pens and Mechanical Pencils, Holt Pen Co.
NEETSTIK Rubber Cement, Crescent Products Co.
NEGA-PRINT Photo Albums, Trussell Mfg. Co.
NEGRO Pencils and Leads, Koh-I-Noor Pencil Co., Inc.
NEIDICH Ribbons and Carbons, Neidich Process Co.
NEIMAN Steel Shelving, Neiman Steel Equipment Co., Inc.
NEKOOSA Bond Papers, Nekoosa-Edwards Paper Co.
NELSON Vertical Paper Cutters, Nelson Vertical Paper Cutter Co., Inc.
NEOPOLITAN Mimeograph Papers, Milton Bradley Co.
NEO-SEAL PROTECTO Cuff Protectors, Robert Mfg. Co.
NEO-SHINE Self-Shining Wax, Huntington Laboratories, Inc.
NEO-SPONGE Standing Mats, American Floor Products Co.
NESTEX Chair Cushions, Style-Crafters, Inc.
NEST-KARTS Office Cart, Continental Fixtures Co.
NESTOR Marking Inks, Superior Marking Equipment Co.
NEUSTYLE Letter Files, Acme Letter File Co.
NEUTRA-TONE GRAY Desks and Cabinets, Yawman and Erbe Mfg. Co.
NEVA-CLOG Staplers and Staples, Neva-Clog Products, Inc.
NEVAMAR Plastic Desk Tops, National Plastic Products Co.
NEVERIP Blackboard Erasers, Beckley-Cardy Co.
NEVERKNOT Cord Coiler, The Neverknot Co.
NEV-R-KURL Carbon Papers, Phillips Process Co., Inc.
NEW "B" Duplicating Stencils, Vari-Color Duplicator Co.
NEW MARVEL Magnifying Mechanical Pencils, The Pen-N-Pencil Co.
NEW REXBILT Brief Cases and Zipper Envelopes, New Rexbilt Leather Goods Corp.
NEW TACK Tacking Machines, Burgess Fastening Co.
NEW WAY Erasers, Blaisdell Pencil Co.
NEWAY Photo Mounts, E. E. Miles Co.
NEWMAN Signs and Nameplates, Newman Bros., Inc.
NEWMAN Watchmens Clocks, Detex Watchclock Corp.
NEWS Pencils, General Pencil Co.
NEWSPAPER Pencils, Blaisdell Pencil Co.
NEWSPRINT Pencils, National Pencil Co.
NEWSTAND Reading Racks, Lynch-Jamentz Co.
NEWS-WRITER Editorial Pencils, A. W. Faber-Castell Pencil Co., Inc.
NIABOND Duplicator Paper, Niagara Duplicator Co.
NIAGARA Stencil Duplicators and Supplies, Niagara Duplicator Co.
NIASCOPE Stencil Scopes, Niagara Duplicator Co.
NIATYPE Blue Stencils, Niagara Duplicator Co.
NIBLICK Pencils, Blaisdell Pencil Co.
NICHOLS Autographic Registers and Supplies, H. W. Nichols Salesbook Co.
NICHRO-TIP Fountain Pen Nibs, Turner & Harrison Pen Mfg. Co., Inc.
NICK AND PULL Pencils, Blaisdell Pencil Co.
NIFTY Paper Clips, Noesting Pin Ticket Co., Inc.
NILE Pencil Erasers, Weldon Roberts Rubber Co.
NO CURL NO SMUDGE Carbon Paper, Peerless-Imperial Co., Inc.
NO DENT Rubber Cushions, Master Mfg. Co.
NO MAR Furniture Rests, The Bassick Co.
NO ODOR Opaque Inks, Fulton Marking Equipment Co.
NOBEMA Artists Materials, Nobema Products Corp.
NOBLEWEST Marking Equipment, Noble & Westbrook Mfg. Co.
NOBLOT Ink Pencils, Eberhard Faber Pencil Co.
NO-BLOT Desk Pads, Sun Rubber Co.
NO-DENT Rubber Furniture Shoes, Rice Caster Co.
NOELTING-FAULTLESS Casters, Glides, Faultless Caster Corp.
NOESTING Pin Tickets, Clips and Thumb Tacks, Noesting Pin Ticket Co., Inc.
NOESTRING Envelopes, The Cooke & Cobb Co.
NOESTRING Envelopes, Josephson Mfg. Corp.
NOETAPE Envelopes, The Cooke & Cobb Co.
NOETAPE Envelopes, Josephson Mfg. Corp.
NO-GLARE KONKAVE Keytops, Typewriter Equipment Co.,
NOGLOSS Showcard Colors, S. S. Stafford, Inc.
NOISELESS AUTOMATIC Typewriter Noise Absorbers, Speed Key Corp.
NOKEE Binder Metals, Tenacity Mfg. Co.
NO-KEY Sectional Post Binders, A. E. Boyce Co.
NO-KINK Telephone Cord Covers, Frank Paper Products Corp.
NOLO Desk Tops, Auburn Mfg. Co.
NO-MAR Chair Cups and Rests, The Bassick Co.
NOMAR Gum Cleaner Erasers, Eagle Pencil Co.
NOMAD Sectional Post Binders, Wilson Jones Co.
NO-MEK Pen Brushes, Inks, Ribbons and Carbons, No-Mek Pen Co.

NON-SHINE Chair Pads, Polar Mfg. Co.
NON-SKID Desk Top Buttons, Glaziers' Tool Mfg. Corp.
NON-SKID Gem Clips, Vail Mfg. Co.
NON-SKID Platen Twirlers, Speed Key Corp.
NON-SKID Ventilated Finger Pads, Blaisdell Pencil Co.
NON-SLIP Flexible Steel Rules, National Rule Co.
NON SMEAR Stamp Pads and Inks, Ranger Products Co.
NON-SPILL Ink Well and Pen Set, Preferred Products Co.
NON-STOP Fountain Pens, Mechanical Pencils and Sets, Non-Stop Pen & Pencil Co.
NON-TACK Pencil Carbon, F. S. Webster Co.
NO-ODOR Smoking Stands, Lake Specialty Co.
NO-OVER-FLO Sponge Cups, Sengbusch Self-Closing Inkstand Co.
NORCOR Chairs and Tables, Norcor Mfg. Co., Inc.
NORFIELD Forms, Posting Trays and Peg Boards, Intasco Corp.
NORFOLD Paper Towels, Northern Paper Mills.
NORGE Water Coolers, Norge Div., Borg-Warner Corp.
NO-RINKLE Black and Liquid Colors, Keuffel & Esser Co.
NORIS QUALITY Drawing Instruments, Noris Instruments, Ltd.
NORMA Mechanical Pencils, Norma Pencil Corp.
NORMAN Post Binders, National Blank Book Co.
NO-ROLL Crayons, Milton Bradley Co.
NORSE FIBRE Commercial Envelopes, U. S. Envelope Co.
NORTA Plastic Type Cleaners, Norta Distributing Co.
NORTHMORE'S Stamp and Tape Dispensers, Northmore's.
NORTH STAR Filing Envelopes, Smead Mfg. Co., Inc.
NORTHKRAFT Filing Folders, Shaw-Walker Co.
NORTHWEST Filing Cabinets, Northwest Metal Products Co.
NORTHWESTERN Telephone Toll Timers, Northwestern Clock Co.
NORWOOD Drawing Tables, Frederick Post Co.
NO-SLIP Floor Coating, Time Saving Specialties
NOTABENE Pencils, Swan Pencil Co., Inc.
NOTACK Pencil Carbon Papers, Old Town Corp.
NOTATION Pencils, General Pencil Co.
NOTEAR Price Book Indexes, Boorum & Pease Co.
NO-TYE Expanding Wallets, Cooke & Cobb Co.
NU ART Mimeograph Papers, Duplicating Papers, Inc.
NU TONE Office Chimes and Clocks, Nu Tone, Inc.
NUACE Mounting Corners, Labels, Ace Art Co.
NU-AIR Window Fans, Meier Electric & Machine Co.
NUBIAN Carbon Papers, The Carter's Ink Co.
NUBIAN Fibre Filing Folders, Wabash Filing Supplies, Inc.
NU-CRAFT Coin Trays and Cabinets, Nu-Craft Products Co.
NUCRAFT Office Furniture, Nucraft Furniture Co.
NULITE Fluorescent Desk and Floor Lamps, Shepard Engineering Co.
NU-MADOR Cigarette Humidors, Charm Mfg. Corp.
NUMBER PLEASE Desk Telephone Indexes, Nascon Products Division.
NUMBERALL Numbering Machines, Steel Type and Marking Devices, Numberall Stamp & Tool Co.
NUMBERETTE Numbering Machines, American Numbering Machine Co.
NUMBERGRAPHS Serially Numbered Metal Plates, Metalcraft, Inc.
NUMER-RING Binders, National Blank Book Co.
NUPAL Cellophane Tape Dispenser, Perma Products Co.
NUPASTEL Color Sticks, Eberhard Faber Pencil Co.
NU-PLAST Mechanical Bindings, General Binding Corp.
NUTTING Trucks and Casters, Nutting Truck & Caster Co.
NU-TYPE Rubber Stamp Pads, Fulton Marking Equipment Co.
NUTYPE Type and Hand Cleaner, Walter G. Gies Co.
NU-VISE Colored Signals, George B. Graff Co.
NU-VIZ Signals, George B. Graff Co.
NU-WAY Decalcomania Transfers, National Decalcomania Corp.
NYLIN Typewriter Ribbons, American Stencil Mfg. Co.
NYLO-GLIDE Storage Files, Record Files, Inc.
NYLONIZED BOLTAFLEX Plastic Upholstery Fabric, Bolta Products Sales, Inc.
NYCO Slate Blackboards, N. Y. Silicate Book Slate Co.
NYOIL Typewriter Oil, William F. Nye, Inc.

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O-BAC Binders, Elbe File & Binder Co., Inc.
O.K. Paper Fasteners, Oakville Co.
O.K. Pin Tickets, A. Kimball Co.
OK Typewriter Oil, Cardinell Corp.
O.K. Typewriter Ribbons and Hand Cleaner, F. S. Webster Co.
OAK LEAF Paper Fasteners and Thumb Tacks, Oakville Co.
OAKITE Solvents, Oakite Products, Inc.
OAKVILLE Paper Eyelets and Fasteners, Thumb Tacks, and Price Card and Ticket Holders, Oakville Co.
OASIS Electric Water Coolers, Ebco Mfg. Co.
OCTAGON Cord and Twine, Lees Mfg. Co.
ODHNER Adding Machines, Facit, Inc.
ODHNER Calculators, Odhner Sales, Inc.
OFFICE Collator, J. Curry Mendes Corp.
OFFICE BOY Moisteners, A. C. Hummel Co.
OFFICE SPECIAL Ribbons and Carbons, The Buckeye Ribbon & Carbon Co.
OFFICE VALET Costumers and Wardrobes, Vogel-Peterson Co.
OFFICE-ETTE Portable Offices, Arnot and Co., Inc.
OFFICIAL Office Chairs, Shepherd Chair Co.
OFFICIAL Pocket Seals and Money Changers, Meyer & Wenthe, Inc.
OFFICIAL Ribbons and Carbons, Snelling & Son.
OFFICIAL Typewriter Ribbons, American Carbon Paper Mfg. Co.
OHIO Box Files, The Globe-Wernicke Co.
OHIO Thermometers, Ohio Thermometer Co.
OHIO Waste Baskets, Ohio Can & Crown Co.
OHMER Cash Registers, Rockwell Register Corp.
OKAY Colored Pencils, Eberhard Faber Pencil Co.
OLD COUNCIL TREE Bond & Typewriter Papers, Neenah Paper Co.
OLD DEERFIELD BOND Typewriter Paper, Millers Falls Paper Co.
OLD DUTCH Ribbons and Carbons, Waters and Waters Branch.
OLD ENGLISH Bond and Ledger Papers, Valley Paper Co.
OLD ENGLISH Pencils, Wallace Pencil Co.
OLD FAITHFUL Chalk Squares, American Cravon Co.
OLD FASHIONED Pin Tickets, Noesting Pin Ticket Co., Inc.
OLD HAMPSHIRE MILLS Papers, Hampshire Paper Co., Inc.
OLD HICKORY Ribbons, Carbons and Duplicating Supplies, Quest Mfg. Co.
OLD IRONSIDES Ledger Papers, Gilbert Paper Co.
OLD MASTERS Artists' Oil Colors, Arthur Brown & Bro.
OLD OAK TREE Carbon Papers, F. S. Webster Co.
OLD SPANISH Brief Covers, Cooke & Cobb Co.
OLD STYLE Coin Wrappers, C. L. Downey Co.
OLD TOWN Ribbons, Carbons, Duplicating Supplies, Old Town Corp.
OLD TOWN EIGHTY Carbon Paper, Old Town Corp.
OLD TOWN SEVENTY-SEVEN Carbon Paper, Old Town Corp.
OLIVETTI Printing Calculators, Olivetti Corp. of America.
OLSEN MARK Marking Equipment, Olsen Mark Corp.
OLYMPIC Binders, The Federbush Co., Inc.
OLYMPIC Pencils, Reliance Pencil Corp.
OMEGA Chalk, Weber Costello Co.
OMEGA Colored Pencils, Richard Best Pencil Co.
OMEGA Type Cleaner, Mittag & Volger, Inc.
ONE-FIFTY Upholstered Chairs, Toledo Woodworks Co.
ONETIMESAVER Interleaved Carbon Snapout Forms, R. A. Taylor Corp.
ONION SKIN FINISH Carbon Paper, American Ribbon & bon Co., Inc.
ON-R-OFF Stationery Racks, Maso Steel Products.
ONTARIO Pencils, A. C. McClurg & Co.
OPALINE Tracing Paper, Cardinell Corp.
OPAQUE Stamp Pads, Superior Marking Equipment Co.
OPNWINDO Steel File Guides, Charles C. Smith Co.
ORANGE BOX LINE Wire Staples, Majestic Staple Co.
ORANGE CORE Gummed Tape, Hudson Pulp & Paper Corp.
ORBIC Ball-Point Fountain Pens, Eagle Pencil Co.
ORCHID Ribbons and Carbons, Rochester Ribbon & Carbon Co., Inc.
ORCO Photocopying Equipment, Orco Cameras, Inc.
ORDER BOOK Pencils, Joseph Dixon Crucible Co.
OREGON FIR Pencils, Joseph Dixon Crucible Co.
ORIENT Mucilage, Crescent Products Co.
ORIENTAL Copying Pencils, Koh-I-Noor Pencil Co., Inc.
ORIGINAL LOTTER Drawing Instruments, Nobema Products Corp.
O-RING-O Pencils, A. W. Faber-Castell Pencil Co., Inc.
ORIOLE Pencils, Joseph Dixon Crucible Co.
ORLOFF Drawing Pencils, Eagle Pencil Co.
ORTHOFORM Back Supports, Shepherd Chair Co.
ORTHO-PHASE LOG LOG Slide Rules, Pickett & Eckel, Inc.
OSBORN Brushes, The Osborn Mfg. Co.
OSCALATOR Appliance Trucks, Reardon Products
OSCO Desk Pads and Card Index Cabinets, Osco Stationery Co.
O-SO-KLEAN Coated Spirit Carbon, The Heyer Corp.
OTHELLO Pencils, Swan Pencil Co., Inc.
OTTAWA SATIN FINISH Upholstery Leather, Eagle-Ottawa Leather Co.
OUTLINE Pencils, Koh-I-Noor Pencil Co., Inc.
OUTLOOK Envelopes, Outlook Envelope Co.
OUTLOOK Expanding Files, The Cooke & Cobb Co.
OUTOSIGHT Telephone Index Attachments, G. A. Higbee Co.
OUT-RITE Ink Eradicators, S. S. Stafford, Inc.
OVAL Carpenters' Pencils, Eberhard Faber Pencil Co.
OVAL Pen and Pencil Sets, Morrison Fountain Pen Co.
OWL Paper Clips, Oakville Co.
OXBERRY MANILA Second Sheets, L. Hyman & Sons
OXCELOID Guide Tabs, Oxford Filing Supply Co.
OXFORD Desk Accessory Line, S. K. Smith Co.
OXFORD Envelopes, Filing Supplies and Labels, Oxford Filing Supply Co.
OXFORD ANTIQUE Mimeo Papers, Vari-Color Duplicator Co.
OXFORD GRADE Index Cards and Folders, Oxford Filing Supply Co.
OZALID PRINTMASTER Photocopying Equipment, Ozalid Div., General Analine & Film Corp.
OZARK Fountain Pens and Pencils. Ozark Pen Mfg. & Repair Co.

P Q

PC Paper Drinking Cups, Paper Container Mfg. Co.
PC Stencil Duplicator Supplies, Polychrome Corp.
PDQ Interest Tables, The Twentieth Century Co.
P.E.C. Posting Trays and Stands, Posting Equipment Corp.
P & H Electric Print Dryers, Peck & Harvey
PM Catalog Binders, Remington Rand Inc.

PR-76 Typewriter Ribbons, Mittag & Volger, Inc.
PAASCHE Airbrushes, Paasche Airbrush Co.
PACEMAKER Binders, Master-Craft Corp.
PACEMAKER Carbon Paper, A. P. Little, Inc.
PACEMAKER Casters, Rice Caster Co.
PACEMAKER Desks, Myrtle Desk Co.
PACEMAKER Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
PACEMAKER Staplers, Markwell Mfg. Co., Inc.
PACKARD'S Interest Tables, Appleton-Century-Crofts, Inc.
PACKER Label, Tape and Envelope Moisteners, Better Packages, Inc.
PACKET LINE Upholstered Furniture, Grand Rapids Leather Furniture Co.
PACORD Paper Covered Twine, Tubbs Cordage Co.
PACS Carbon Paper Packets, Carbon Paper Pac Co.
PAD N'PENCIL Memo Pad with Pencil, Quigley Co.
PAD-O-FONE Telephone Memo Device, Pad-O-Fone Corp.
PAD-PAX Boxed Paper Pads, Ehlbert Products.
PADS-IT Padding Compound, Snapout Cement, Commercial Paste Co.
PAGEWRITER Reservoir Pen, Pagewriter Pen Co.
PAGE END-ICATOR Platens, Shipman-Ward Mfg. Co.
PAINT-RITE Crayons, National Crayon Co.
PAINTSTICKS Marking Crayons, Markal Co.
PAKNEAT Sealing Tapes, Warshaw Mfg. Co., Inc.
PAK-TYER Package Tying Machine, Felins Tying Machine Co.
PALMER Showcard Paints, Palmer Show Card Paint Co., Inc.
PALMER METHOD Penmanship Courses, Pens and Penholders, Tablets and Pads, The A. N. Palmer Co.
PALMFIT Staplers, E. H. Hotchkiss Co.
PALMLAC Decals, Palm Bros. Decalcomania Co.
PAMPECO Artists' Materials, Nobema Products Corp.
PANAMA Ribbons, Carbons and Duplicating Supplies, Manifold Supplies Co.
PAN AMERICAN Bronze Tablets, Signs and Nameplates, Pan American Bronze Co.
PANDA Pencil Leads, Panda Pencil Lead, Inc.
PANIRA Carbon Papers, Manifold Supplies Co.
PANNIER Rubber Stamps and Stamp-Making Equipment, Pannier Corp.
PANTHER Ribbons and Carbons, American Stencil Mfg. Co.
PAPER PICTURE CRAFT Educational Pictures, Finch & McCullough
PAPEREX Colored Pencils, Joseph Dixon Crucible Co.
PAPER-MATE Ball Point Pen, Paper-Mate Co., Inc.
PAP-R PRODUCTS Bill Straps, Pap-r Products
PAR Carbon Papers, Kee Lox Mfg. Co., Inc.
PARA Rubber Type, Wm. A. Force & Co., Inc.
PARAGON Blackboards, N. Y. Silicate Book Slate Co.
PARAGON Desk Calendars, Ever Ready Calendar Mfg. Co.
PARAGON Drafting Machines and Scales, Keuffel & Esser Co.
PARAGON Duplicator Papers, The Munising Paper Co.
PARAGON Numbering Machines, William A. Force & Co., Inc.
PARAGON Ribbons and Carbons, Remington Rand Inc.
PARALAC Rubber Cement, Testworth Laboratories, Inc.
PARALLEX Wire-Bound Tablets, Pads and Stenographic Notebooks, Highland Mfg. Co.
PARAMOUNT Carbon Paper, Frye Mfg. Co.
PARAMOUNT Desk Files, The Federbush Co., Inc.
PARANITE Feed Rolls, Platens, Shipman-Ward Mfg. Co.
PARAPINK Erasers, A. W. Faber-Castell Pencil Co., Inc.
PARA-PRONG Binders, Remington Rand Inc.
PARCHMENT DEED Papers, Southworth Co.
PARCHMENT RECORD Typewriter Paper, Southworth Co.
PARK AVENUE Carbon Papers, Royal Typewriter Co., Inc.
PARK Costumers and Hangers, Park Products Co.
PARK BRAND Manila Folders, Imperial Methods Co.
PARKAY Wall and Floor Coverings, Wood-Mosaic Co., Inc.
PARKER Fountain Pens, Pencils and Inks, Parker Pen Co.
PARKER'S Blotting Papers, Joseph Parker & Son Co.
PARKER Storage Files and Cabinets, Parker Steel Products, Inc.
PARKO Gloss Polish and Cleaners, Park Chemical Co.
PARKRAFT Coin and Catalog Envelopes, Quality Park Envelope Co.
PARR Rubber Bands, Finger Tips and Typewriter Keys, Speed Products Co., Inc.
PARROT Binder Clips, Speed Products Co., Inc.
PARROT Pen Points, Jaclin Stationery Corp.
PARSONS Ledger and Bond Papers, Parsons Paper Co.
PARSUL Gummed Tape Sealers, Seymour Products Co.
PARTITION-ETTES Office Partitions, Arnot and Co., Inc.
PASCACK Typewriter Ribbons, Mittag & Volger, Inc.
PASTELLO Crayons, American Crayon Co.
PASTICK Liquid Paste, Scriptex Products Co., Inc.
PAT KEY KEEPER Retracting Key Chain, Ketcham & McDougall, Inc.
PAT REMEMO Memo Pad, Ketcham & McDougall, Inc.
PAT PENCIL Pencil on Reel, Ketcham & McDougall, Inc.
PATHFINDER Accounting Systems, Loose Leaf Forms and Binders, Charles R. Hadley Co.
PATRICIAN Ribbons and Carbons, Remington Rand Inc.
PATRICIAN Shelving, All-Steel Equipment Inc.
PATRIOT Pen and Pencil Sets, Morrison Fountain Pen Co.
PATRIOTIC Pencils, Wallace Pencil Co.
PATRIOTIC Pencils, American Pencil Co.
PATROL Pencils, Eagle Pencil Co.
PATROL Watchmens Clocks, Detex Watchclock Corp.
PAWK MOTORASER Erasing Machines, Keuffel & Esser Co.
PAX Cleansing Creams and Soaps, G. H. Packwood Mfg. Co.
PAYCOMPTROLLER Pay Roll and Accounting Systems, Business Systems Corp.
PAYMASTER Checkwriters, Paymaster Corp.
PAYMASTER Pay Roll Books, Sefer Publishing & Bookbinding Co., Inc.
PAYONS Painting Crayons, American Crayon Co.
PAYWRITE Systems, The Reynolds & Reynolds Co.
PAYZANT Lettering Pens, Keuffel & Esser Co.
PEACOCK SILK Ribbons and Carbons, Ink Ribbon Mfg. Co.
PEARL 4-WAY Desk Classifiers, Boomerang Chair Pad Co.
PEASE Continuous Printers and Blueprint Machines, The C. F. Pease Co.
PEATROPHONE Telephone Answering Device, Connecticut Telephone and Electric Corp.
PECK & HARVEY Continuous Printers, Peck & Harvey.
PED FOLDS Typewriter Raising and Lowering Mechanism, Stow & Davis Furniture Co.
PED TYPES Typewriter Raising and Lowering Mechanism, Stow & Davis Furniture Co.
PEDESTALEG Typewriter Platform Support, Royal Typewriter Co., Inc.
PEDICUSHION Standing Mat, L. M. Bickett Co.
PEERCO Steel Filing Cabinets, Peerless Steel Equipment Co.
PEERLESS Cork Bulletin Boards, Beckley-Cardy Co.
PEERLESS Drawing Stands, Chas. Bruning Co., Inc.
PEERLESS Duplicator Inks, Peerless Ink Corp.
PEERLESS Globes, Weber Costello Co.
PEERLESS Loose Leaf Supplies, Wilson Jones Co.
PEERLESS Mailing Tubes, Ames Safety Envelope Co.
PEERLESS Mucilage, The Commercial Paste Co.
PEERLESS Paper Clips, Noesting Pin Ticket Co., Inc.
PEERLESS Photocopy Equipment, Peerless Photo Products, Inc.
PEERLESS Roll Leaf Hot Stamping Presses, Peerless Roll Leaf Co., Inc.
PEERLESS Steel Filing Cabinets and Desks, Peerless Steel Equipment Co.
PEERLESS Typewriter Key Tops, Twirlers and Shock Absorbers, Peerless-Imperial Co., Inc.
PEERLESS Wood Card Trays, Globe-Wernicke Co.
PEERLESS ALL-STEEL Parcel Post Scales, Triner Scale & Mfg. Co.
PEERLESS PATENT Bookform Cards, John B. Wiggins Co.
PEERLESS TUCHTYPE Typewriter Keys, Peerless-Imperial Co., Inc.
PEGASUS Marking Inks, Superior Marking Equipment Co.
PEG STRIP Pegboard Accounting Systems, Charles R. Hadley Co.
PEIRCE Wire Recorders, Peirce Wire Recorder Corp.
PELOUZE Postal Scales, Pelouze Mfg. Co.
PEMBROKE'S Carbon Papers, Kee Lox Mfg. Co., Inc.
PEN PERFECT Mimeo Paper, Hano Paper Co., Inc.
PENCIL AND INK Erasers, Joseph Dixon Crucible Co.
PENCIL CLIPPER Pencil Holder, Rowley's Office Equipment Co.
PENCIL-CRAFT Pencil Carbon Binders, Standard Manifold Co.
PENCILETTE Ball Pens, Ferber Corp.
PENCIL-INK Erasers, Eagle Pencil Co.
PENCIL-LITE Combination Pencil and Flashlight, Brownie Mfg. Co.
PENCIL PAL Pencil Holders, Thompson Tool & Mfg. Co.
PENCILUXE Pencil Carbon Papers, Allied Carbon & Ribbon Mfg. Corp.
PENCO Steel Office Cabinets, Lockers and Shelving, Penn Metal Corp. of Penna.
PENDAFLEX Hanging Folders, Oxford Filing Supply Co.
PENDAFLEXER Deskside Files, Oxford Filing Supply Co.
PENESEALTITE Postage-Saver Envelopes, Tension Envelope Corp.
PENETRATIVE Stamp Pads and Inks, B. G. Volger Mfg. Co.
PENETRON Tape Machine Wetting Agents, Better Packages, Inc.
PENGAD Duplicating Inks, Ribbons and Carbons, Pengad Mfg. Co.
PENGUIN Refrigerator Bars, Springer Industries, Inc.
PEN-IN-INK Writing Sets, Robinson Reminders.
PENINSULAR Letter Files, Weis Mfg. Co.
PENIT Fountain Pen Inks, Sanford Ink Co.
PENNANT Pens and Pencils, David Kahn, Inc.
PEN-RITE Fountain Pen Desk Sets and Memo Pads, Pen-Rite Corp.
PENSILUBE Lubricant, Reardon Products
PENTA-KLEEN Eraser-Cleaner, Eberhard Faber Pencil Co.
PENTRON ASTRA-SONIC Wire and Tape Recorders, Pentron Corp.
PENUSCO Fountain Pens, U. S. Victor Fountain Pen Co., Inc.
PENWELL Dip Pen Desk Sets, Waterman Pen Co., Inc.
PENWORTHY Tablets, Pads and Notebook Fillers, Lakeside Central Co.
PERENNIAL Daters, Wm. A. Force & Co., Inc.
PERFECT Blank Books, Loose Leaf Devices and Forms, Chicago Binder & File Co.
PERFECT Chair Cushions, Perfect Rubber Seat Cushion Co.
PERFECT Storage Files, Pronto File Corp.
PERFECT Typewriter Ribbons, Peerless-Imperial Co., Inc.
PERFECT GEM Paper Clips, Noesting Pin Ticket Co.
PERFECT SECRETARY Desk Organizers, Savasort Co.
PERFECT STAND Typewriter Stand, Dorset Steel Equipment Co.
PERFECTION Account Files, Modern Account System Co.
PERFECTION Binding Straps, Alvah Bushnell Co.
PERFECTION Copying Pencils, Eagle Pencil Co.
PERFECTION Cup Sponges, Schroeder & Tremayne, Inc.
PERFECTION Desk Calendars, Moisteners and Memo Pads, Defiance Calendar & Stationery Co.
PERFECTION Inkwells, Squires Inkwell Co.
PERFECTION Legal Blanks, Perfection Legal Blank Co.
PERFECTION Loose Leaf Metals, Loose Leaf Metals Co.
PERFECTION Office Machine Paper Rolls, Paper Manufacturers Co.
PERFECTION Transfer Filing Cases, Perfection Box Co.
PERFECTION Transfer Letter Files, Weis Mfg. Co.
PERFECTLITE Fluorescent Desk Lamps, Midwest Naturlite Co.
PERFEK PAK Portable Autographic Registers, Atlantic Register Co.
PERFEX Paper Clips, Waldes Kohinoor, Inc.
PERFHECTO-CLEAN Hectograph Carbon, Kraus Ribbon & Carbon Co.
PERFHECTO-WRITER Hectograph Carbon, Kraus Ribbon & Carbon Co.
PERKYPAD Auto Expense Records and Memo Pads, Wilson Memindex Co.
PERMA Chair Mats and Clipboards, Geo. E. Fox & Co.
PERMA Pressed Crayons, Binney & Smith Co.

PERMA PLASTIC Sheet Protectors, Plastic Service Co.
PERMA STIK Label Holder, Perma Products Co.
PERM-A-BINDER County Record Binders, Wilson Jones Co.
PERMACAL Perpetual Calendar, Nichols Products Co.
PERMACEL Paper Tapes, Industrial Tape Corp.
PERMAFILM Cellulose Acetate Sheeting, Denoyer-Geppert Co.
PERMAFLEX Indexes, Hall & McChesney, Inc.
PERMAKORK Cork Bulletin Boards, E. W. A. Rowles Co.
PERMALBA White Pigments and Canvases, F. Weber Co.
PERMANENT Folders, Elbe File & Binder Co., Inc.
PERMANENT RECORD Papers, Southworth Co.
PERMANENTER County Record Binders, Ernest Hazel, Jr.
PERMANIZED Parchment and Onionskin Papers, Whiting-Plover Paper Co.
PERMAPOINT Fountain Pens, Mechanical Pencils and Leads, Eberhard Faber Pencil Co.
PERMARKINK Indelible Inks, Irwin-Hodson Co.
PERMAROC Blackboards, E. W. A. Rowles Co.
PERMATEX Filing Folders, C. L. Barkley & Co.
PERMEX Ink Paste, American Crayon Co.
PERMEX Transfer Binders, The Kay-Dee Co.
PERM-INK Indelible Ink, Jet Mfg. Co., Inc.
PERMO Binders, Memos and Scrapbooks, American Binder Co.
PERMOFLUX SCRIBE Dictating and Transcribing Machine, Scribe Corp.
PERMOPLAST Modeling Clay, American Art Clay Co.
PERM-O-RITE Ribbons and Carbons, Waters & Waters Branch.
PET Office Punches, Wilson Jones Co.
PETER PAN Ball-Point Pens, Stratford Pen Corp.
PET-TROIL-UM Dispenser and Grease, Chaffee Distributing Co.
PETITE Paper Fasteners, Noesting Pin Ticket Co., Inc.
PHANO Pencils, Joseph Dixon Crucible Co.
PHILADELPHIA Adjustable Drawing Stands, F. Weber Co.
PHILCO Ribbons and Carbons, Phillips Ribbon & Carbon Co.
PHILLIPS Waterless Hand Cleaner, Phillips Process Co., Inc.
PHOENIX Box Files, The Globe-Wernicke Co.
PHOENIX Casters and Glides, Phoenix Caster Co., Inc.
PHONELOCK Telephone Locks, Phonelock Co.
PHONE-MASTER Telephone Stand, Rockway Products Co.
PHONETIC STENO Pencils, Reliance Pencil Corp.
PHOTO DESK Paste, The Commercial Paste Co.
PHOTODEX Visible Photo Albums, Acme Visible Records, Inc.
PHOTOEXACT Photocopy Equipment, American Photocopy Equipment Co.
PHOTO-PIX Albums, Redi-Record Products Co.
PHOTO-RECORD Binders, Ernest Hazel, Jr.
PHOTOSTAT Photocopying Equipment, Photostat Corp.
PIC Personal Income Record Book, Eugene A. Hagel.
PIC Photo Hinges, Mounties, Inc.
PIC-A-PATCH Gummed Reinforcements, Dennison Mfg. Co.
PICKETT All-Metal Slide Rules, Pickett & Eckel, Inc.
PIC-STICK Photo Mounts, Eureka Specialty Printing Co.
PICTOTAPES Graphic Tapes, Chart-Pak, Inc.
PIGEON Typewriter Ribbons, L. C. Smith & Corona Typewriters, Inc.
PILOT Air Mail Envelopes, The Lafayette Co., Inc.
PILOT Card Index Cases, The Globe-Wernicke Co.
PILOT Dating and Numbering Stamps, Consolidated Stamp Mfg. Co., Inc.
PILOT Office Punches, Wilson Jones Co.
PILOT Staplers and Staples, Ace Fastener Corp.
PILOT TACKER Tackers, Ace Fastener Corp.
PINE-OLE Disinfectants, Theo. B. Robertson Products Co., Inc.
PINK PEARL Erasers, Eberhard Faber Pencil Co.
PINLESS SLIP-ON Price Tickets, Salisbury Mfg. Co.
PINNACLE Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
PIONEER Numberers, Wm. A. Force & Co.
PIONEER Pens and Pencils, David Kahn, Inc.
PIONEER Safes, Empire Safe Co., Inc.
PIONEER Steel Cash Boxes, Pioneer Steel Co.
PIPPIN Box Files, Hedges Mfg. Co.
PITCH BLACK Pencils, National Pencil Co.
PITNEY-BOWES Mailing Machines, Postage Meters, Scales, Mail Tables, Letter Openers, and Folding and Inserting Machines, Pitney-Bowes, Inc.
PITTSBURGH Price Markers, A. Kimball Co.
PITTSBURGH Plate Glass Desk Tops, Varnishes and Lacquers, Pittsburgh Plate Glass Co.
PIXIT Kneaded Rubber Erasers, Joseph Dixon Crucible Co.
PLAINSITE Pay Roll Systems, Business Systems Corp.
PLANMASTER Blue Print Files, Stacor Equipment Co.
PLANNING GUIDE Desk Calendars and Organizers, Wilson Memindex Co.
PLAN-N-PRINT Magnetic Layout and Printing Equipment, Gross Engineering Co.
PLANOMATIC Office Planning Kit, M & M Industries.
PLAN-X-FILE Plan File, Art Steel Sales Corp.
PLASCOLITE Electric Signs, Plastic Service Co.
PLAS-TEN Slide Rules, Frederick Post Co.
PLAS-T-CAP Thumb Tacks, Shelton Tack Co.
PLAS-TEX Office Chair Cushions, P. E. Fielder Mfg. Co.
PLASTI-BRONZ Signs and Nameplates, Artmor Plastics Corp.
PLASTIC BACK Carbon Papers, American Stencil Mfg. Co.
PLASTICAN Waste Receptacle, Artmor Plastics Corp.
PLASTICARBON Carbon Paper, American Carbon Paper Mfg. Co.
PLASTICO Plastic Bindings, Plastic Binding Corp.
PLASTI-DEX Loose Leaf Index Dividers, Joshua Meier Co., Inc.
PLASTI-GRAND Plastic Dipped Tabs, Grand Filing Supply Co.
PLASTIK FOIL Roll Leaf, Peerless Roll Leaf Co., Inc.
PLASTI-KLEER Transparent Magazine Binders, Library Service Div., Bro-Dart Industries.
PLASTILE Plastic Flooring, U. S. Stoneware Co.
PLASTILOID Index Guides, Le Febure Corp.
PLASTIPHOTER Offset Plate Machines, Remington Rand Inc.
PLASTIX Pencils, Blaisdell Pencil Co.
PLATEN LIFE Platen Cleaners, Sanford Ink Co.
PLATEN PEP Platen Cleaners, Tested Products Co.
PLAYTIME Paint Sets, Binney & Smith Co.
PLEASANTAIRE Air Conditioners, Pleasantaire Corp.
PLENTY COPY Ribbons and Carbons, Mittag & Volger, Inc.
PLIOFILM Transparent Rubber Fabric, Goodyear Tire & Rubber Co.
PLOTRACTOR Protractors, Cardinell Corp.
PLOVER Bond and Onionskin Papers, Whiting-Plover Paper Co.
PLUMB LINE Carpenter Pencil, Eberhard Faber Pencil Co.
PLUMPY Memo Pad and Case, Ehlbert Products
PLUS Adding-Calculating Machines, Plus Computing Machines, Inc.
PLUVIUS Pencils, Koh-I-Noor Pencil Co., Inc.
PLYMOUTH Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
PLYMOUTH Rubber Bands, Plymouth Rubber Co., Inc.
PLYON Carbon Paper, Buckeye Ribbon & Carbon Co.
POCKETECTOR Pocket Protectors, Plastic Service Co.
POCKET PAL Leather Goods, Ameron Wallet and Leather Novelty Co.
POCKET PAL Pocket Memo Wallets, Wilson Memindex Co.
POCKETEX Pocket Protectors, Plastic Service Co.
POCKETOP Pocket Dip Pens, Sterling Plastics Co.
POCKETREF Memo Books, Wilson Jones Co.
POCKET-SAVER, Pocket Protectors, Angler's Products Co.
POCKETTE Ball-Point Pens, Eversharp, Inc.
POCKO-MATIC Pocket Secretaries, Polycraft, Inc.
POINTMASTER Electric Pencil Sharpeners, Hollywood Specialty Co.
POINT-O-MATIC Combination Pen-Pencil, Quick Point Pencil Co.
POISE Penholders, Eagle Pencil Co.
POLAR Desk Pads, Desk Top Protectors and Desk Accessories, Polar Mfg. Co.
POLLARD-ALLING Addressing Machines, Pollard-Alling Mfg. Co.
POLOKAF Plastic Brief Bags, Portfolios, Ringbinders, Lexington Leather Goods Co.
POLYCHROME Stencils, Inks and Duplicating Supplies, Polychrome Corp.
POLYCOLOR Leads and Pencils, Koh-I-Noor Pencil Co., Inc.
POLYFILM Stencil Ribbons, Polychrome Corp.
POLYPHASE Slide Rules, Keuffel & Esser Co.
POLYTYPE Stencil Duplicator Supplies, Polychrome Corp.
POMEROY Inks and Adhesives, I. Pomeroy Co.
PONTEN Reading Stands, Replogle Globes, Inc.
PONY BOY Numbering Machines, American Numbering Machine Co.
POOR RICHARD'S Calendars, A. Pomerantz & Co.
POP'LAR OAK Box Files and Card Cabinets, Hedges Mfg. Co.
POP-OPEN Tubular Coin Wrappers, C. L. Downey Co.
POPULAR Agate Trays, Hedges Mfg. Co.
POPULAR Blackboard Erasers, Beckley-Cardy Co.
POPULAR Card and Paper Cutters, Milton Bradley Co.
POPULAR Drawing Tables, Keuffel & Esser Co.
POPULAR LINE Wardrobe and Storage Cabinets, All-Steel Equipment Inc.
POPPY Erasers, Joseph Dixon Crucible Co.
PORT HURON Cover Papers, Port Huron Sulphite & Paper Co.
PORTABLE SECRETARIAL Deskside Files, Western Mfg. Co.
PORTA-FILE Portable Filing Unit, Hamilton Metal Products Co.
PORTAGRAPH Photocopying Machine, Remington Rand Inc.
PORTA-MATIC Posting Tray, Posting Equipment Corp.
PORTA-PAC Autographic Registers, Philip Hano Co.
POST Drawing Instrument Sets, Frederick Post Co.
POST Electric Gold Stamping Outfits, Post Electric Co., Inc.
POST Price Books, The Federbush Co., Inc.
POSTAGE METER Mail Metering Machines, Pitney-Bowes, Inc.
POSTAL Pencils, American Pencil Co.
POSTALETT Pocket Postal Scales, Exact Weight Scale Co.
POSTAMATIC Pocket Postal Scale, Postamatic Co.
POSTER Paint Sets, Palmer Show Card Paint Co., Inc.
POS-TER-ART Colored Chalk Crayons, Binney & Smith Co.
POSTINDEX Visible Filing Systems, Postindex Co.
POSTLOCK Catalog Covers, Stationers Loose Leaf Co.
POST-O-GRAF Spirit Duplicator, Post-O-Graf Mfg. Co.
POST-O-GRAF Stencil Duplicators and Supplies, Post-O-Graf Mfg. Co.
POST-O-METER Parcel Post Scales, Detecto Scales, Inc.
POST-O-SCOPE Stencil Scopes, Post-O-Graf Mfg. Co.
POSTRIG Slide Rules, Frederick Post Co.
POSTUR-CHAIRS Posture Chairs, The Toledo Metal Furniture Co.
POSTURE-RITE Posture Chairs, Wells Chair Corp.
POSTUR-MATIC Metal Posture Chairs, Domore Chair Co., Inc.
POTDEVIN Labeling and Gumming Machines, Potdevin Machine Co.
POTENT Copying Pencils, Eberhard Faber Pencil Co.
POTTER PULL-IT One-Time Carbon Forms, The Potter Press.
POWERAIRE Electric Fans, Westinghouse Electric Corp.
POWERS Punched Card Accounting Machines, Remington Rand Inc.
PRACTIBILT Binders and Ledgers, Stationers Loose Leaf Co.
PRACTICAL Ribbons and Carbons, American Stencil Mfg. Co.
PRANG Colors and Inks, American Crayon Co.
PRECISA Adding Machines, Precisa Distributors, Inc.
PRECISE Trimming Boards, American Photo Laboratories
PRECISION Drawing Pencils, J. S. Staedtler, Inc.
PRECISION Duplicating Inks and Stencil Correction Fluid, Starkey Chemical Process Co.
PRECISION Postal Scales, Triner Scale & Mfg. Co.
PRECISION BUILT Staplers and Tackers, Precision Staple Corp.
PRECOLLATED Continuous Forms, American Register Co.
PREFIXT Carbon Forms and Second Sheets, Newport News Forms Co.
PREMIER Adhesive Paper Clips, U-File-M Binder Mfg. Co.
PREMIER Blackboard Erasers, Beckley-Cardy Co.
PREMIER Brief Covers, Josephson Mfg. Corp.
PREMIER Letter Openers and Moisteners, Defiance Calendar & Stationery Co.

PREMIER Pencil Sharpeners, Automatic Pencil Sharpener Co.
PREMIER Prong Binders, The Federbush Co., Inc.
PREMIER Scrapbooks, Elbe File & Binder Co., Inc.
PREMIER Steel Paper Fasteners, Vail Mfg. Co.
PREMIER Trimming Boards, Photo Materials Co.
PREMIER Typewriter Keys, Munson Supply Co.
PREMIER Wood Desk Trays and Card Index Boxes, Premier Supply Corp.
PREMIUM Blackboard Crayons, Beckley-Cardy Co.
PREMIUM File Folder Labels, Alfred H. Pagell
PREMIUM Writing Fluids, Sanford Ink Co.
PREP Leather Goods and School Bags, Eastern Bag Mfg. Corp.
PRE-PAK Continuous Forms, Atlantic Register Co.
PRESDON Ball Pens, Ferber Corp.
PRESENTATION SET Fountain Pen and Pencil Sets, Eversharp, Inc.
PRESIDENT Desk Pads, Polar Mfg. Co.
PRESIDENT Executive Swivel and Side Chairs, Harter Corp.
PRESIDENT Fluorescent Desk Lamps, Globe Lighting Products Co.
PRESIDENT Pencils, American Pencil Co.
PRESIDENT Wood Letter Trays, Majestic Stationery Co.
PRESLAID Plastic Signs, Bildey Products Corp.
PRESS Pencils, Richard Best Pencil Co., Inc.
PRESS KLEEN Plastic Type Cleaner, Mittag & Volger, Inc.
PRESSALIST List Finders, Bates Mfg. Co.
PRESS-IN-PIN Push Pins, Hampden Mfg. Co., Inc.
PRESS-TO-LOCK Post Binders, National Blank Book Co.
PRESSURE LOCK Binders, Wilson Jones Co.
PRESTO-CONTACT Pressure-Sensitive Labels, Eureka Specialty Printing Co.
PRESTO Letter Scales, Staplers, Staples, Paper Spindles, Check Protectors and Punches, Metal Specialties Mfg. Co.
PRES-TO-LINE Copyholders, Hand Cream, Typewriter Ribbons, Pres-To-Line Corp. of America.
PRESTO-LOCK Record Binders, Le Febure Corp.
PRESTOLOG Mark-Up Calculators, H. Kempenich
PRESTO-LOK Binders, Elbe File & Binder Co., Inc.
PRIDE Furniture Polish, S. C. Johnson & Son, Inc.
PRIDE Pencils, Joseph Dixon Crucible Co.
PRIDEMARKS Nameplates, Fox Co.
PRINCE Ash Trays, Smokers Stands, Smo-King Products, Inc.
PRINCESS PEARL Mechanical Pencil, Nichols Products Co.
PRINCETON Upholstered Chairs, Princeton Upholstery Co., Inc.
PRINCIPAL Pencils, Eberhard Faber Pencil Co.
PRINTATOR Magic Writing Pads, Bermat Products Corp.
PRINTED Thumb Tacks, Hampden Mfg. Co., Inc.
PRINTO-FORMS Pre-Printed Master Units, The Heyer Corp.
PRINT-O-MATIC Folding Machine, Print-O-Matic Co.
PRINT-O-MATIC Post Card Stencil Duplicators, Print-O-Matic Co., Inc.
PRINT-O-SCOPE Drawing Scope, Print-O-Matic Co., Inc.
PRINT-O-STAMP Hand Stamp, Print-O-Matic Co., Inc.
PRINT-STIX Changeable Letters, Topflight Tape Co.
PRINT-WRITE Typewriter Ribbons, Queen Ribbon & Carbon Co.
PRISMACOLOR Colored Pencils and Art Sets, Eagle Pencil Co.
PRIVATEER Strong Boxes, Valentine Safe & Lock Works, Inc.
PRIZMA Pencils, Blaisdell Pencil Co.
PROCEL Stencils, Remington Rand Inc.
PRODUCER Pencils, Reliance Pencil Corp.
PRODUC-TROL Visual Control Boards, Wassell Organization, Inc.
PROFESSIONAL Carbon Papers, The Carter's Ink Co.
PROFESSIONAL Drawing Kits and T-Squares, Engineering Mfg. Co.
PROFESSOR LEAR Meteorological Calendars, Ft. Wayne Printing Co.
PROGRAM Pencils, Blaisdell Pencil Co.
PROGRAM Pencils, Eberhard Faber Pencil Co.
PROGRAMME Pencils, Joseph Dixon Crucible Co.
PROGRESS Carbon Paper, Mittag & Volger, Inc.
PROGRESS Indelible Marking Inks, Superior Marking Equipment Co.
PROGRESS Ledgers, Boorum & Pease Co.
PROGRESS Sectional Post Binders, Stationers Loose Leaf Co.
PROMOTER Brief Bag, Shank Leather Goods Co.
PROMOTION Pencils, Sanders Mfg. Co.
PRONTO Storage Files, Pronto File Corp.
PRONTO MAILER Stamp Affixers, Office Accessories Co.
PROOF READER Pencils, Richard Best Pencil Co., Inc.
PROPELLAIR Electric Fans, Robbins & Meyers, Inc.
PROSPERITY Pencils, J. S. Staedtler, Inc.
PROTECTALL Safes, Money Chests and Bond Boxes, Protectall Safe Corp.
PROTECTO Bond and Security Boxes, Bison Distributing Co.
PROTECTO Book Covers, American School Service Co
PROTECTO Plastic Mitts and Aprons, Robert Mfg. Co.
PROTECTO Steel Filing Units, The Schwab Safe Co.
PROTECT "O" FILM Stencils, Heyer Corp.
PROTECT-O-FORM Autographic Registers, Standard Register Co.
PROTECTOGRAPH Checkwriters and Signers, The Todd Co., Inc.
PROTECT'OSE Desk Leg Guards, Rice Caster Co.
PROTECTO-TINT Tinted Business Forms, Shelby Salesbook Co.
PROT-EK-TOR Billfolds, Enger-Kress Co.
PROTEX Portable Electric Check Signers, Check Writer Co., Inc.
PROTEX Cuff Shields, Plastext Co.
PROTEX STICKONS Loose Leaf Reinforcements, Warshaw Mfg. Co., Inc.
PROTOD GREENBAC Checks and Forms, The Todd Co., Inc.
PROTOD PANTAGRAPH Checks, The Todd Co., Inc.
PROTYPE Ribbons and Carbons, Phillips Process Co., Inc.
PROUDFIT Loose Leaf Binders and Forms, Grand Rapids Loose Leaf Binder Co.
PRUDON Gummed Cloth Index Tabs, Signals and Time Dials, Prudon Specialty Mfg. Co.
PRYM'S Pins, Clips and Fasteners, William Prym, Inc.
PUBRECO Indexes, Wilson Jones Co.
PUFFY Inflatable Plastic Cushion, Collier Mfg. Corp.
PULL FASTENER String Ties, Schlegel Mfg. Co.
PULL-FREE Pencil Carbon, Waters & Waters Branch.
PULLMAN Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
PUL-PRUF Sheet Protectors, Cooks', Inc.
PULSAIRE Circulators, Howard Industries, Inc.
PUNCH-ALL Punches, Punch-All Co., Inc.
PUNCHLESS Clip Binders, Cushman & Denison Mfg. Co.
PUNCHMASTER Loose Leaf Punches, Markwell Mfg. Co., Inc.
PUNCH-RITE Loose Leaf Punches, MacMieth Co.
PUP Pencils, Koh-I-Noor Pencil Co., Inc.
PURE SILK Typewriter Ribbons, The Buckeye Ribbon & Carbon Co.
PURITAN Bank Pins, Oakville Co.
PURITAN Office Suites, Hoosier Desk Co.
PUSH PENCIL Mechanical Pencils, Esterbrook Pen Co.
PUSH-CARD Wallets, Alvah Bushnell Co.
PUSSYFOOT Casters, The S. Rosen Mfg. Co.
PUSSYWILLOW Pencils, Koh-I-Noor Pencil Co., Inc.
PUZZLE PICTURE CRAFT Puzzle Pictures, Finch & McCullough.
PYRAMID Artists' Colors, Nobema Products Corp.
PYROELECTRIC Burning Pens, Post Electric Co.

Q

QUAKER Art Tablets, American Pad & Paper Co.
QUAKER Floor Coverings, Armstrong Cork Co.
QUAKER Stencils, Shallcross Co., Inc.
QUAKER STATE Notebooks, Tablets and Pads, Kurtz Bros.
QUALIFIED Adding Machine Rolls, Central Paper Co.
QUALITY Binder Covers, Quality Park Envelope Co.
QUALITY LINE Wood Card Index Boxes, Premier Supply Corp.
QUEEN Ash Trays, Smokers Stands, Smo-King Products, Inc.
QUEEN Ribbons and Carbons, Queen Ribbon & Carbon Co.
QUEEN EXPORT Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUEEN SILK Typewriter Ribbons, Queen Ribbon & Carbon Co., Inc.
QUEEN SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUESCO Typewriter Ribbons, Quest Mfg. Co.
QUICK ACTION Counter Catalog Binders, Geneva Mfg. Co.
QUICK ACTION Catalog Carrying Binders, Charles Doppelt & Co., Inc.
QUICK POINT Mechanical Pencils, Quick Point Pencil Co.
QUICK-CHANGE Numbering Machines, Wm. A. Force & Co., Inc.
QUICKPRINT MIMEO Mimeograph Paper, Fay Paper Products, Inc.
QUICK-SITE Visible Records, Charles R. Hadley Co.
QUICKSTICK Paste Powder, The Commercial Paste Co.
QUICOPY Duplicator Papers, Autocopy, Inc.
QUIET BASE Typewriter Bases, Wick & Rouillot.
QUIET-RITER Portable Typewriter, Remington Rand Inc.
QUIGLEY Office Furniture, Quigley Furniture Co.
QUIKANINK Black Canners Ink, Irwin-Hodson Co.
QUIK-LIFT Staple Removers, American Machine Works, Inc.
QUIK-LOK Collapsible Storage Boxes, The Kay-Dee Co.
QUINK Fountain Pen Ink, The Parker Pen Co.
QUOTE Pencils, National Pencil Co.

R

R-B Walnut Desk Trays, Rockwell-Barnes Co.
R.B.G. Colored Checking Pencils, J. S. Staedtler, Inc.
RCA Sound Systems, Radio Corporation of America.
R. C. ALLEN Business Machines, R. C. Allen Business Machines, Inc.
RHC Store Display Accessories, Reflector-Hardware Corp.
R & M Circulators, Fans, Robbins & Myers, Inc.
RPC Soaps, Cleaners and Disinfectants, Theo. B. Robertson Products Co., Inc.
R.T.Z. Type Cleaners, F. S. Webster Co.
RACER Pencils, Wallace Pencil Co.
RACERASE Typewriter Papers, Southworth Co.
RACK-A-NEER Costumers, Ken-Ro-Bil Corp.
RADI-AIRE Electronic Fans, Reynolds Electric Co.
RADIANCE Bond Papers, Gilbert Paper Co.
RADIANT Water Colors, Art Crayon Co., Inc.
RADIANT WHITE Ink, Demco Library Supplies
RADIO Steel Pens, Esterbrook Pen Co.

RADIUM Cross Reference Indexes, Le Febure Corp.
RAGLITE Onionskin Papers, Fox River Paper Co.
RAFN Utility Trucks, American Machine Works, Inc.
RAINBOW Coin Wrappers, C. L. Downey Co.
RAINBOW Colored Pencils, Eberhard Faber Pencil Co.
RAINBOW Duplicator Inks, Starkey Chemical Process Co.
RAINBOW Ribbons, Carbons, and Hecto Ink Remover, Columbia Ribbon & Carbon Mfg. Co., Inc.
RAINBOW Styli, Technygraph Co.
RAIN-RAK Umbrella Stands, Tubecrafters Sales Division
RAINPROOF Pencils, Joseph Dixon Crucible Co.
RAJAH Filing Supplies and Guides, King Filing Supply Co.
RANALLY Political Maps, Rand McNally & Co.
RAND McNALLY Maps and Atlases, Rand McNally & Co.
RAND Ticket Files and Binders, Victor Safe & Equipment Co., Inc.
RAND VISIBLE Filing Systems, Remington Rand Inc.
RANGER Pencil Sharpener, C. Howard Hunt Pen Co.
RANGER Stamp Pads, Inks, Ranger Products Co.
RAP-A-COIN Coin Wrapping Device, Henderize, Inc.
RAPID Gem Paper Clips, Rapid Tag & Wire Co.
RAPID STICK Paste, Crescent Products Co.
RAPID WRITER Pencils, Joseph Dixon Crucible Co.
RAPIDESIGN Architects' Scales and Templates, Rapidesign, Inc.
RAPIDLOCK Sectional Post Binders, Stationers Loose Leaf Co.
RAPIDPRINT Daters, Time Stamps and Check-Handling Machines, Roberts Numbering Machine Co.
RASABLE Typewriter Ribbons, F. S. Webster Co.
RASTETTER Folding Chairs and Tables, Louis Rastetter & Sons Co.
RAVEN Carbon Papers, Buckeye Ribbon & Carbon Co.
RAVEN Sectional Post Binders, Wilson Jones Co.
RAVENSWOOD Indelible Inks, Superior Marking Equipment Co.
RAVENWOOD Pencils, Reliance Pencil Corp.
RAY-BILT Wood Desks, The Raymond Co., Inc.
RAYMONDS Trial Balances, Hall & McChesney, Inc.
RAY-RITE Illuminated Clipboards, Lennan Lights, Inc.
RAY-SURE Eradicable Typewriter Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
RAZOR-NIFE Office Knives, Gits Molding Corp.
READ E-Z Book Holders, Mayer Mfg. Corp.
READ-RITE Study Boards, Northfield Specialties Co.
READYMARK Marking Crayons, St. Louis Crayon & Handle Co.
READY-MASTER Spirit Carbon Master Sets, Columbia Ribbon & Carbon Mfg. Co., Inc.
READY RECKONER Calculating Tables, John C. Winston Co.
READY-REFERENCE Atlases, Rand McNally & Co.
READYSETS Carbon Interleaved Accounting Forms, National Litho Forms Co.
REAL BLACK Pencils, General Pencil Co.
REALLY FLAT Gummed Paper, Mid-States Gummed Paper Co.
RECEIPT Pencils, American Pencil Co.
RECEIVE-EASE Telephone Shoulder Rest, Mayfair Co.
RECO RADI-AIRE Electric Fans, Reynolds Electric Co.
RECORDAK Microfilming Equipment, Recordak Corp.
RECORDALL Sound Recorders and Dictating Machines, Miles Reproducer Co., Inc.
RECORDER Autographic Registers, Uarco, Inc.
RECORDER Pencils and Silver Steel Pens, Eagle Pencil Co.
RECORDER Steel Pens, C. Howard Hunt Pen Co.
RECORDEX Visible Record Folders and Tax Computers, Victor Safe & Equipment Co., Inc.
RE-CORD-O-FONE Desk and Tape Recorders, Bell Sound Systems, Inc.
RECORDPLATE Loose Leaf and Visible Equipment, Recordplate Co.
RECORDRUN Duplicating Papers, Copy Papers Sales & Service Agency, Inc.
RECTIGRAPH Photocopying Equipment, The Haloid Co.
RED AND BLACK Carpenters' Pencils, Joseph Dixon Crucible Co.
RED BAND Accounting Machine Trays, Yawman and Erbe Mfg. Co.
RED BAND Rubber Erasers, Eagle Pencil Co.
RED DIAMOND Pin Tickets, A. Kimball Co.
RED DWARF Expanding Pocket Wallets, Cooke & Cobb Co.
RED FIBER Vertical Filing Envelopes and Folders, Quality Park Envelope Co.
RED LEATHER Filing Folders, Weis Mfg. Co.
RED SEAL Crayons, Standard Crayon Mfg. Co.
RED SEAL Typewriter Paper and Clasp Envelopes, L. Hyman & Sons
RED SUEDE Rubber Erasers, Weldon Roberts Rubber Co.
RED TOP Leads, Eversharp, Inc.
RED TOP Paste, The Commercial Paste Co.
RED UNION Ink and Pencil Eraser, Eberhard Faber Pencil Co.
REDEMPTION BOND Papers, Whiting-Plover Paper Co.
RED-E-STIK Pressure-Sensitive Labels, Ever Ready Label Corp.
RED-FIBER Filing Pockets and Folders, Oxford Filing Supply Co.
REDHIDE Folders, Envelopes and Wallets, Alvah Bushnell Co.
REDI Ball-Point Pens, Brown & Bigelow.
REDI-2-RITE Forms with Carbon, American Register Co.
REDI-COVER Brief Covers and Binders, Wilson Jones Co.
REDI-CUT Business Forms, Moore Business Forms, Inc.
REDI-FILE Hanging File Folders, Remington Rand Inc.
REDIFIXT Withholding Tax Forms, Consolidated Business Systems, Inc.
REDIFORM Business Forms and Systems, Rediform Division, Moore Business Forms, Inc.
REDIGRAPH Gelatin Film Duplicators, Redigraph, Inc.
REDI-MEM Memorandum Pads, Redi-Record Products Co.
REDI-MEMO Desk Memos, Weis Mfg. Co.
REDI-RACKS Desk Letter Trays, Weis Mfg. Co.
REDI-RECORD Pay Roll Systems, Redi-Record Payroll Systems.
REDI-RECORD Visible Systems, Desk Pads, Albums and Wallets, Redi-Record Products Co.
REDIREF Machine Posting Binders, Wilson Jones Co.
REDMARQUETTE Indelible Rubber Stamp Ink, The Irwin-Hodson Co.
REDROPO Filing Folders, C. L. Barkley & Co.
REDSTOK Expanding Envelopes and File Pockets, National Fiberstok Envelope Co.
REDYREF Book Racks, Pressed & Welded Steel Products Co.
REESE'S Adjustable Stencils, C. H. Hanson Co.
REFERENCE LINE Transfers and Letter Files, Weis Mfg. Co.
REFILKIT Ball Pen Refill Assortments, Fieldston Products Corp.
REGAL Blackboards, N. Y. Silicate Book Slate Co.
REGAL Daters and Numberers, R. A. Stewart & Co.
REGAL Fountain Pen Points and Reservoir Pen Sets, Turner & Harrison Pen Mfg. Co., Inc.
REGAL Paper Clips, Vail Mfg. Co.
REGAL Scrap Books, Weis Mfg. Co.
REGAL Soap Powder, Theo. B. Robertson Products Co., Inc.
REGAL Straightedges and T-Squares, Engineering Mfg. Co.
REGALOY Fountain Pen Nibs, Turner & Harrison Pen Mfg. Co., Inc.
REGALRITE Stencils, Carbons and Ribbons, Regal Typewriter Co., Inc.
REGAL-ROYAL Rebuilt Typewriters, Regal Typewriter Co.
REGENCY Fountain Pens, Stratford Pen Co.
REGENT Dating Stamps, Wm. A. Force & Co.
REGENT GRIPLOCK Binders, The Federbush Co., Inc.
REGINA Ribbons and Carbons, Queen Ribbon & Carbon Co.
REGISTRATOR Typewriter Platens, The Standard Register Co.
REGNA Cash Register, Regna Cash Register, Inc.
REKORDESK Electric Record Safes, Diebold, Inc.
REKORD-KEEPR Card Index Files, Smead Mfg. Co.
RELAXIN-EEZ Reclining Executive Chair, Midwest Furniture Co.
RELCO EVERNEAT Desk Pads and Sets, Reliable Stationers Specialties Co.
RELI-A-BALL Fountain Pen Nibs, Turner & Harrison Pen Mfg. Co., Inc.
RELIABLE Pencils, Eagle Pencil Co.
RELIABLE Prong Binders, Boorum & Pease Co.
RELIANCE Expanding File Pockets, Envelopes and Wallets, Josephson Mfg. Corp.
RELIANCE Ribbons and Carbons, H. M. Storms Co.
RELIASPLASTIC Plastic Upholstery Material, Reliable Textile Co.
RELIASPON Sponge Rubber, Reliable Textile Co.
RELIATEX Artificial Leather Upholstery Material, Reliable Textile Co.
RELTON Foam Rubber Office Cushions, Reliable Textile Co.
REMALINER Aligner for Remington Rand Tabulators, Moore Business Forms, Inc.
REMBRANDT Artists' Colors, Morilla Co., Inc.
REMINDEX Desk Memos and Wallets, Art Plastics Co.
REMINGTON Typewriters and Business Machines, Remington Rand Inc.
REMLE Steel Shelving and Bins, Remle Corp.
REM-MASTER Hectograph Sets, Remington Rand Inc.
REMTICO Ribbons and Carbons, Remington Rand Inc.
RENOL Furniture Polish, S. S. Stafford, Inc.
REPEATER Pencils, Eversharp, Inc.
REPEAT-O-PAKS Manifold Carbon Packs, Standard Manifold Co.
REPEAT-O-TYPE Duplicating Supplies, Repeat-O-Type Stencil Mfg. Co.
REPLIMAT Paper Master Offset Plates, Replica Products Corp.
REPLOGLE Globes and Desk Organizers, Replogle Globes, Inc.
REPLY-MESSAGE Correspondence Forms, Alfred Allen Watts Co., Inc.
REPLY-O Envelopes, Northern States Envelope Co.
REPORTER Fountain Pens, Eversharp, Inc.
REPORTER Pencils, Eagle Pencil Co.
REPUBLIC Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
REPUBLIC Pencils, Eberhard Faber Pencil Co.
REPUBLIC Solid Post Binders, A. E. Boyce Co.
RE QUOTE Stenographers' Pencils, National Pencil Co.
RESISTO Coating Solution for Drawings, Koh-I-Noor Pencil Co., Inc.
RESOLUTE Sectional Post Binders, Wilson Jones Co.
RESOURCE Bond Papers, Gilbert Paper Co.
RESPIRATOR Ventilated Chair Cushions, L. M. Bickett Co.
REST-ALL Aluminum Chairs, Ohio Chair Co.
REST-A-PHONE Telephone Shoulder Brackets, Rest-A-Phone Co.
REST-A-WHILE Reclining Couch, Rest-A-While Couch Co.
REST-FLO Executive Chairs, The Sikes Co., Inc.
RESTFOAM Latex Foam Furniture Cushioning, Hewitt-Robins, Inc.
RESTMASTER Couches, Art Steel Sales Corp.
RESTMASTER Upholstered Chairs and Stools, Kenmar Mfg. Co.
RE-TRACT-O Ball-Point Pens, Fieldston Products Corp.
REVELDEX Rotary Filing Equipment, Diebold, Inc.
REVERE Drawing Instruments, Chas. Bruning Co., Inc.
REVERSIBLE Office Chair Cushions, Comfort Cushion Co.
REVIEW Pencils, Reliance Pencil Corp.
REVIVO Platen Rejuvenators and Type Cleaners, Burns Mfg. Co.
REVO-FILE Rotary Files, Mosler Safe Co.
REVOLV-IT Metal Costumers, Ken-Ro-Bil Corp.
REX Card Filing Cabinets, Hedges Mfg. Co.
REX Casters, Phoenix Caster Co., Inc.
REX Cleaning Crystals, Huntington Laboratories, Inc.
REX Daters and Numberers, Consolidated Stamp Mfg. Co.
REX Letter Files, Acme Letter File Corp.
REX Mailing Tubes, Ames Safety Envelope Co.
REX Office Punches, Wilson Jones Co.
REX Twine, John Rauschenberger Co.
REX RECORDER Disc Recorder, American Dictating Machine Co., Inc.
REXBILT Brief Cases, New Rexbilt Leather Goods Corp.
REXO Trimming Boards, Burke & James, Inc.
REXON Typewriter Vibration Mounts, Ames Supply Co.
REX-O-GRAPH Duplicators and Supplies, Rex-O-Graph, Inc.
REX-O-SCOPE Stencil Scope, Rex-Rotary Distributing Corp.

REX-ROTARY Stencil Duplicator, Rex-Rotary Distributing Corp.
REX-ROTARY M2 Hand Operated Stencil Duplicator, Bohn Duplicator Corp.
REYBURN Tags, Seals and Pin Tickets, Reyburn Mfg. Co.
REYNOCO Salesbooks and Safety Papers, The Reynolds & Reynolds Co.
RICO Fountain Brushes and Inks, Robinson International Corp.
RIGIDPOINT Mechanical Pencils, Columbia Pencil Co., Inc.
RIGID-STAK Steel Transfer Files, Herring-Hall-Marvin Safe Co.
RIGHT-WAY Fluorescent Lamps, Copy Right Mfg. Corp.
RIJADOR Smoking Stands, Smokador Mfg. Co., Inc.
RING Paper Clips, Noesting Pin Ticket Co., Inc.
RING Paper Clips, Oakville Co.
RING BIND Voucher Books, Shelby Salesbook Co.
RING-BOUND Binding Mechanism, National Blank Book Co.
RINGFOLIO Zipper Ring Binders, National Blank Book Co.
RINGLINE Notebooks, Tablets and Pads, Kurtz Bros.
RINGMASTER Binders, Vevier Loose Leaf Co.
RING-O-PAC Visible Binder Protectors, Cooks', Inc.
RITE LIGHT Desk Pads, Polar Mfg. Co.
RITE-A-WAY Poster Inks, Ruxton Products, Inc.
RITE-COPY Liquid Duplicator Supplies, Wolber Duplicator & Supply Co.
RITE-CRAFT Fountain Pens and Mechanical Pencils, Rite-Craft Co.
RITE-FIT Chair Cushions, Bainbridge, Kimpton & Haupt, Inc.
RITEFORM Posture Chairs, Riteform Chair Co., Inc.
RITE-HANDI Telephone Pencil, Pencraft, Inc.
RITE-HEAR Telephone Memo Pads, Rite-Hear Phone Pad Co.
RITE-HITE Posture Chairs and Stools, Dependable Mfg. Co.
RITE-KING Ball-Point Pens, Ritepoint Co.
RITE-LINE Copyholders, Rite-Line Corp.
RITE-O Mechanical Pencils, Rite-O, Inc.
RITEPOINT Mechanical Pencils and Ball Pens, Ritepoint Co.
RITE-SPOT Cabinets and Files, Gordon L. Hall Co.
RITE-TYPE Carbon Forms, Miami Systems Corp.
RITE-WAY Fluorescent Lamps, Copy Right Mfg. Corp.
RIVAL Letter Files, Acme Letter File Corp.
RIVAL X Ledger Outfits and Binders, Stationers Loose Leaf Co.
RIVERSIDE Binders, The Federbush Co., Inc.
ROBARCO Typewriter Paper, Rockwell-Barnes Co.
ROBBINS & MYERS Electric Fans, Robbins & Myers, Inc.
ROBERT-MURRAY 4-color Pencils, Robert-Murray Co., Inc.
ROBERTS Numbering Machines and Inks, Roberts Numbering Machine Co.
ROBERTSON'S Floor Waxes, Metal Polishes and Disinfectants, Theo. B. Robertson Products Co., Inc.
ROBIN HOOD Water Colors, Art Crayon Co., Inc.
ROBINSON REMINDERS Memo Devices, Robinson Reminders.
ROBINSONIAN Interest Tables, The Twentieth Century Co.
ROBO-AUXILIARIES Automatic Typewriter, Robotyper Corp.
ROBOT Staples, Markwell Mfg. Co., Inc.
ROBO-TANDEM-TYPER Multi-Typewriter Mechanisms, Robotyper Corp.
ROBOTESTERS Testing Machines, Robotyper Corp.
ROBOTYPER Automatic Typewriters, Robotyper Corp.
ROCHESTER Filing Supplies, Yawman and Erbe Mfg. Co.
ROCK-A-FILE Desks and Filing Equipment, Rockwell-Barnes Co.
ROCKBARNES Blotting Papers, Rockwell-Barnes Co.
ROCK-ELITE Desk Trays, Rockwell-Barnes Co.
ROCKET Carbon Paper, Allied Carbon & Ribbon Mfg. Corp.
ROCKET Marginally Punched Cards, Charles R. Hadley Co.
ROCKET Stamp Pads, Inks, Ranger Products Co.
ROCKET Utility Desk, Orna-Metal Products Co.
ROCKET PENCIL Payroll System Carbon, Allied Carbon & Ribbon Mfg. Corp.
ROCK-IT Upholstered Chairs, Niemann, Inc.
ROCKWEAVE Blotting Papers, Rockwell-Barnes Co.
RODNEY Sectional Sofas, Carlton-Surrey, Inc.
ROGERSPIN Ash Tray, Rogers Imports, Inc.
ROL-DEX Filing Equipment, Rol-Dex Div., Watson Mfg. Co.
ROLL POINT Ball-Point Pens, Welty Pen & Repair Co.
ROL-LABELS Continuous Labels, Oxford Filing Supply Co.
ROLL-A-LINER Parallel Rolling Ruler, Pettersen Mfg. Co.
ROLL-A-MATIC Typewriter Label Attachments, Roll-A-Matic Label Co., Inc.
ROLL-AWAY Table and Utility Trucks, James P. Luxem Co.
ROLLER-LOK Catalog Binders, Buchan Loose Leaf Records Co.
ROLLFILE Map and Plan Files, Ross-Martin Co.
ROLLIT Ball-Point Pens, Diversey Machine Works.
ROLL-MASTER Office Chair Casters, Rice Caster Co.
ROLL-N-STOR Skid Trucks, Hamilton Caster & Mfg. Co.
ROLLO Casters, Rice Caster Co.
ROLL-ON-SEALER Tape Dispenser, Mid-States Gummed Paper Co.
ROLL-O-PAK Continuous Form Carbon Paper Packs, Standard Manifold Co.
ROLODEX Rotary Card Index File, Zephyr American Corp.
ROL-RIM Paper Cups, Paper Container Mfg. Co.
ROL-RITE Ball-Point Pens, The Ball Pen Co.
ROL-TOP-TIP Filing Guides, Filing Equipment Bureau
RONCOR Pencils, Richard Best Pencil Co.
RONEO Stencil Duplicator, Addo Machine Co., Inc.
RONLITE Fluorescent Desk Lamps, Ronlite Co., Inc.
ROOCO Duplicating Inks, H. D. Roosen Co., Inc.
ROOKY Pencils, General Pencil Co.
ROOVERS Corporation Seal Presses, Roovers Bros., Inc.
ROPEMANILA Filing and Legal Envelopes, Quality Park Envelope Co.
ROPTEX Coin Envelopes, Western States Envelope Co.
ROPTEX Vertical File Folders, The Kay-Dee Co.
ROSE Ribbons, Carbons and Duplicating Supplies, Rose Ribbon & Carbon Mfg. Co., Inc.
ROSE RED Colored Pencils, American Pencil Co.
ROSLYN Bristol Board, Nobema Products Corp.
ROSWELL Stencil Duplicator, Post-O-Graf Mfg. Co.
ROTA-FILE Rotary Files, Wassell Organization, Inc.
ROTARIAN Plastic Desk Trays, Art Steel Sales Corp.
ROTARY Fountain Pens, Rotary Pen Co.
ROTARY-RECORD Files and Desk Trays, Herring-Hall-Marvin Safe Co.
ROTO-CLIP Plastic Paper Clip, Quick Point Pencil Co.
ROTO-COSTUMER Metal Costumers, L. E. Scott Co.
ROTODEX Rotary Card Files, Rotodex Co.
ROTOFILE Filing Cabinets, Veet Industries.
ROT-O-FILE Rotary Card Filing Systems, Karns Corp.
ROTOGRAPH Steel Pens, Eagle Pencil Co.
ROTOR-FILE Horizontal Rotating Files, Wassell Organization, Inc.
ROTO-SHO Electric Turntables, General Die & Stamping Co.
ROTOSPEED Duplicators, Dayton Typewriter Co.
ROTO-TABLE Display Tables, Roto-Table Co.
ROUGE Pencil Erasers, Eberhard Faber Pencil Co.
ROUND CORNER Pencils, Richard Best Pencil Co., Inc.
ROUND GILT Pencils, Eberhard Faber Pencil Co.
ROWLES Blackboard Erasers and Crayons, E. W. A. Rowles Co.
ROXY Ball-Point Pens, Morrison Fountain Pen Co.
ROY ROGERS Ball Pens, Flo-Ball Pen Corp.
ROYAL Autographic Register Forms, Royal Register Co.
ROYAL Blank Books and Loose Leaf Devices, S. E. & M. Vernon, Inc.
ROYAL Fountain Pens, Rotary Pen Co.
ROYAL Imprinting Machines, Royal Imprints, Inc.
ROYAL Index Tabs, Sheet Protectors, Celluloid Envelopes and Card Guides, Royal Index Tab Co.
ROYAL Inkstands, Bainbridge, Kimpton & Haupt, Inc.
ROYAL Office Chair Cushions, Royal Cushion Co., Inc.
ROYAL Paste, F. Weber Co.
ROYAL Typewriters, Royal Typewriter Co., Inc.
ROYAL Sealers, Lipton Mfg. Co., Inc.
ROYAL SQUARE STEEL Office Furniture, Royal Metal Mfg. Co.
ROYAL BLUE Inks, Sanford Ink Co.
ROYAL BLUE Stencils, Heyer Corp.
ROYAL CROWN Mucilage, Sanford Ink Co.
ROYAL SCOT Pencils, Richard Best Pencil Co., Inc.
ROYAL WORCESTER Enameled Blotting Papers, Standard Paper Mfg. Co.
ROYALCHROME Metal Office Furniture, Royal Metal Mfg. Co.
ROYALANCE Electricians' Slide Rules, Keuffel & Esser Co.
ROYALSTEEL Square Tube Metal Furniture, Royal Metal Mfg. Co.
ROYTYPE Ribbons, Carbons and Type Cleaners, Royal Typewriter Co., Inc.
RUBACORE Paper Wrapped Typewriter Erasers, Joseph Dixon Crucible Co.
RUBBER HEAD Pencil Erasers, American Pencil Co.
RUBBERGRIP Rubber Cement, B B Chemical Co.
RUBBERLIKE Floor Runners, Bird & Son
RUBBER-SAN Cleaning Compounds, Huntington Laboratories, Inc.
RUBERLYKE PLASTIC FONEHOLDER Telephone Holders Reyam Plastic Products Co.
RUBKLEEN Erasers, Eberhard Faber Pencil Co.
RUB-R-BOND Rubber Cement, Industrial Latex Co.
RUB-R-VIVE Platen Renewer and Type Cleaner, Schwartz Chemical Co.
RUBSTICK Rubber Cement, Cardinell Corp.
RUBY Erasers and Indelible Pencils, Eberhard Faber Pencil Co.
RUBY Ledger Binders, Wilson Jones Co.
RUBY TIP Eraser Tip, Eberhard Faber Pencil Co.
RUDCO Duplicators and Supplies, Autocopy, Inc.
RUDOR Price Card Holders, Alarm Tills and Paper Cups, Rudolf Orthwine Corp.
RUFBAK Chair Mats, L. M. Bickett Co.
RUGGED Invoice Books, Weis Mfg. Co.
RUHL Artists' Supplies, Favor, Ruhl & Co.
RUNNING SQUIRREL Artists' Brushes, Nobema Products Corp.
RUN-RITE Casters, Hamilton Caster & Mfg. Co.
RUSH-FYBRGLAS-ERASER Fiberglass Typewriter Erasers, The Eraser Co., Inc.
RUSSELL Mechanical Pencils, Russell Pencil Corp.
RUSSET Rubber Erasers, Weldon Roberts Rubber Co.
RUX-TONE Inks, Adhesives and Artists' Supplies, Ruxton Products, Inc.
RWAY Overtime Calculators, Rway, Inc.
RYCO Tape Sealers, Seymour Products Co.
RYTOFF Ink Eradicators, The Carter's Ink Co.

S

S & A Thermometers and Magnifying Glasses, Swift & Anderson, Inc.
S.A.P. Posting Trays, Le Febure Corp.
SC-BAC Binders, Elbe File & Binder Co., Inc.
S & D Loose Leaf Binders, Charles R. Hadley Co.
S.G.A. Numbering Machines, S. G. Adams Co.
S-H Sheet Holders, Elbe File & Binder Co., Inc.
S-K Payroll Systems and Tax Tables, S-K Forms Co.
S. S. Rubber Cement, S. S. Artist Materials, Inc.
SLA-BAC Binders, Elbe File & Binder Co., Inc.
S-O Ledger Binders, Stationers Loose Leaf Co.
S.O.S. Casters, Phoenix Caster Co., Inc.
SABLE Carbon Papers, Duplicating Inks, Old Town Corp.
SAFE-CABINET Insulated Storage Files, Remington Rand Inc.
SAFEDESK Insulated Storage Desks, Remington Rand Inc.

SAFEDGE Paper Drinking Cups, Eastern Tablet Corp.
SAFE-FILE Insulated Cabinets, Remington Rand Inc.
SAFE-FLEX Rubber-Bladed Electric Fans, Samson United Corp.
SAFEGUARD Checkwriters and Humidifiers, Safeguard Corp.
SAFEGUARD Personal Files, Globe-Wernicke Co.
SAFEGUARD Reservoir Desk Pen Sets, W. A. Sheaffer Pen Co.
SAFE-HED Steel Stamps, James H. Matthews & Co.
SAFE-KARDEX Visible Record Files, Remington Rand Inc.
SAFE-KEY Keycases, Enger-Kress Co.
SAFE-TEE Steel Folding Chairs, Ionia Mfg. Co.
SAFETEX Gummed Tapes, Central Paper Co.
SAFETSEAL Mailing Envelopes, Alvah Bushnell Co.
SAFE-T-STAK Steel Storage Files, Diebold, Inc.
SAFETTE Personal Files, Maso Steel Products
SAFETY INKBALL Dip-pen Desk Sets, Pagewriter Pen Co.
SAFETY MAILER Express Envelopes, Tension Envelope Corp.
SAFETY OVERLAP Mailing Envelopes, Alvah Bushnell Co.
SAFETY-SET Wall Clocks, Tork Clock Co., Inc.
SAFETY-TIP Lamps, General Lamps Mfg. Corp.
SAFEX Glass Ash Trays, Safex Co., Inc.
SAF-KEEP Claim Check Envelopes, Northern States Envelope Co.
SAF-T-CUT Cutter, Automatic Pencil Sharpener Co.
SAF-T-HED Thumb Tacks, American Tack Co., Inc.
SAF-T SPINDLE Stick Files, Modern Desk Pad Mfg. Co.
SAF-T-STIK Spindle Files, Aluminum Desk Accessories Co., Inc.
ST. CLAIR Carbon Paper, Buckeye Ribbon & Carbon Co.
SALES BUILDER Presentation Case, Winfield Mfg. Co.
SALISBURY Tags and Pinless Slip-on Tickets, Salisbury Mfg. Co.
SALSBURY HANDY ROLL Dispensers, Salsbury Corp.
SALVAGE KRAFT Obliterating Colors, Floquil Products, Inc.
SAMAS Punched Card Equipment, Powers-Samas Accounting Machines Sales, Ltd.
SAMSON Expanding Files, Wilson Jones Co.
SAMSON Folding Chairs and Tables, Shwayder Bros., Inc.
SAMSON Hand Punches, Bates Mfg. Co.
SAMSON Office and Directors' Tables, Mutschler Bros. Co.
SAMSON SAFE-FLEX Electric Fans, Samson United Corp.
SAMSONITE Luggage, Shwayder Bros., Inc.
SANA-GLOW Furniture Polish, Huntington Laboratories, Inc.
SANA-LATHER Liquid Soap Dispensers, Huntington Laboratories, Inc.
SANA-PORCE Porcelain Cleaner, Huntington Laboratories, Inc.
SANFORD'S Inks and Adhesives, Sanford Ink Co.
SANGUIN Chalk Sketching Pencils, Eberhard Faber Pencil Co.
SANGUINE Pencils, Leads and Color Sticks, Koh-I-Noor Pencil Co., Inc.,
SANIDAIRE Humidifiers, United States Air Conditioning Corp.
SANI-PHONE Telephone Cleaners, Sanford Ink Co.
SANI-SMOKER Smoking Stand, Chicago Metallic Mfg. Co.
SANITOUCH Mosteners, Sengbusch Self-Closing Inkstand Co.
SANRITE School Chalks, National Crayon Co.
SAPHIR Pencils, A. W. Faber-Castell Pencil Co.
SAPPHIRE Combination Pen and Pencil, Quick Point Pencil Co.
SAPPHIRE Indelible Pencils, Eberhard Faber Pencil Co.
SARGENT Chalks, Crayons and Water Colors, Art Crayon Co., Inc.
SATIN FINISH Ribbons and Carbons, A. P. Little, Inc.
SAVASORT Sorting Devices, Savasort Co.
SAXMAYER Bundle Tying Machines, National Bundle Tyer Co.
SAYBROOK BOND Typewriter Papers, American Pad & Paper Co.
SCALE QUEEN Postal Scales, Thompson Tool & Mfg. Co.
SCEPTER Pencils, Reliance Pencil Corp.
SCHEDULE-A-DATE Desk Calendars, Schedule-A-Date Calendar Co.
SCHERMACK Postage Stamp Vending Machine, Schermack Products Corp.
SCHLEGEL Pull Fasteners, Schlegel Mfg. Co.
SCHLINK Progress Chart Sheets, Codex Book Co., Inc.
SCHOLASTIC Steel Pens, Eagle Pencil Co.
SCHOOL Penholders, Eberhard Faber Pencil Co.
SCHOOL ART Drawing Tables and Water Colors, F. Weber Co.
SCHOOL CRAYON Colored Pencils, American Pencil Co.
SCHOOL GLUEY Paste, Commercial Paste Co.
SCHOOL SERIES Pencils, Richard Best Pencil Co., Inc.
SCHOOL STREET Pencil Boxes, Dennison Mfg. Co.
SCHOOLMASTER Ring Binders, Shank Leather Goods Co.
SCHOOLROOM Pencils, Blaisdell Pencil Co.
SCHWAB Safes, Schwab Safe Co.
SCIENTIFIC PENCILS, American Pencil Co.
SCIENTIFIC Stamp Pads and Inks, Wm. A. Force & Co., Inc.
SCOT Leather Goods, Wilson Mfg. Co., Inc.
SCOTCH Cellulose Tape, Minnesota Mining & Mfg. Co.
SCOTCHIE Pencil Lengthener, Brushmakers, Inc.
SCOTTIE Electric Envelope Openers, Arnold MacKenzie, Inc.
SCOTTIE File Fasteners, Remington Rand Inc.
SCOTTY Carbon Paper, Allied Carbon & Ribbon Mfg. Corp.
SCOUT Perpetual Calendars, Finch & McCulloch.
SCOUT Staplers and Staples, Ace Fastener Corp.
SCRATCHLESS Ledger Binders, Stationers Loose Leaf Co.
SCRIBBLER Pencils, American Pencil Co.
SCRIBE Fountain Pens, Flo-Ball Pen Corp.
SCRIBE Pencils, General Pencil Co.
SCRIPTETTE Mechanical Pencils, Scripto, Inc.
SCRIPTIC Mimeograph Papers, Champion Paper & Fibre Co.
SCRIPTO Mechanical Pencils and Fountain Pens, Scripto, Inc.
SCRIPTOGRAPH Spirit Addressing Machine, Scriptomatic, Inc.
SCRIPTOMATIC Spirit Addressing Machine, Scriptomatic, Inc.
SCRIPWOVE Mimeo Papers, Rockwell-Barnes Co.
SCROLL-O-PAD Desk Memo Pads, Patentware, Inc.
SCRUJAK Adjustable Glides, Adjustable Caster Co.
SCRUSWIV Adjustable Casters, Adjustable Caster Co.
SEA FOAM Bond Papers, Brownville Paper Co.
SEAGRASS Sponges, Schroeder & Tremayne, Inc.
SEALED SPOT Carbonized Forms, Charles R. Hadley Co.
SEAL-O-SAN Floor Finishes and Enamels, Huntington Laboratories, Inc.
SEALWELL Mailing Envelopes, Ames Safety Envelope Co.
SEAMAN Pencils, National Pencil Co.
SEAWOOL Sponges, Schroeder & Tremayne, Inc.
SECO Ash Trays, The Seymour Conover Co.
SECO Indexes, Security Steel Equipment Corp.
SECOLITE T-Squares, Engineering Mfg. Co.
SECOND YEAR Pencils, Blaisdell Pencil Co.
SECRETARIAL Typewriter Ribbons, L. C. Smith & Corona Typewriters, Inc.
SECRETARY Dictating & Transcribing Machine, Wireway Corp. of America.
SECRETARY Pencils, Joseph Dixon Crucible Co.
SECTIONITER Loose Leaf Catalog Binders, Wilson Jones Co.
SECT-O-DESK Steel Desks, Sect-O-Desk Sales Corp.
SECURITY Carbon Papers, The Carter's Ink Co.
SECURITY Mucilage, Davids, Thaddeus, Ink Co., Inc.
SECURITY Office Furniture, Security Steel Equipment Corp.
SECURITY Office Mail Bags, Canvas Products Corp.
SECURITY CERTIFIER Check Certifier, Security Certifier Co.
SECURITY CRESTLINE Office Desks and Tables, Security Steel Equipment Corp.
SECURO-HANDY Desk Files, Josephson Mfg. Corp.
SED-ONO Ink Bars, American Crayon Co.
SEIBER Punches, Challenge Machinery Co.
SELCO Sectional Post Binders, Stationers Loose Leaf Co.
SELCO LINE Filing Supplies, Sell Corp.
SELECT-A-LINE Copyholders, Select-A-Line Co.
SELECT-O-PHONE Intercommunication Systems, Kellogg Switchboard & Supply Co.
SELF-CLOSING Inkstands, Sengbusch Self-Closing Inkstand Co.
SELF WINDING Office Clocks, Self Winding Clock Co., Inc.
SELF-REVISING Globes, The George F. Cram Co., Inc.
SELF-SERVE Post Card and Magazine Racks, Davis Metal Fixture Co.
SELKRAFT Angle-Tab Folders, Sell Corp.
SEL-TAB Index Guides, Sell Corp.
SEL-TEX Filing Folders, Sell Corp.
SEMAPHORE Leads, Eagle Pencil Co.
SEMI-CONTOUR Maps, Weber Costello Co.
SEMI-HEX Pencils, General Pencil Co.
SEMINARY Typewriter Paper, Anchor Ruling Division.
SEMI-SLANT Steel Pens, C. Howard Hunt Pen Co.
SENATOR Copying Pencils, American Pencil Co.
SENATOR Walnut Rocker Blotters, Finch & McCullough.
SENCO Rulers, Seneca Novelty Co., Inc.
SENG Corner Irons and Braces, The Seng Co.
SENGBUSCH Inkstands and Desk Sets, Sengbusch Self-Closing Inkstand Co.
SENGLIDE Typewriter Desk Devices, The Seng Co.
SENIOR Ball Pens, Flo-Ball Pen Corp.
SENIOR EXECUTIVE Wood Office Furniture, Executive Furniture, Inc.
SENTINEL Duplicator Paper, Fay Paper Products, Inc.
SENTINEL Fountain Pens, W. A. Sheaffer Pen Co.
SENTINEL Posture Chairs, Domore Chair Co., Inc.
SENTRY Rubber Erasers, Weldon Roberts Rubber Co.
SENTRY Safes, Brush-Punnett Co.
SEPOY Pencils, Reliance Pencil Corp.
SEPT-O-SOAP Antiseptic Hand Soap, Theo. B. Robertson Products Co., Inc.
SERGEANT Pencils, Joseph Dixon Crucible Co.
SERIALLY NUMBERED AUTOGRAPHS Serially Numbered Metal Name Plates, Metalcraft, Inc.
SERIES Pencils, Wallace Pencil Co.
SERIES A Artists' Brushes, Craftint Mfg. Co.
SEROLITE Desk Pen Sets and Lamps, The Serolite Co.
SERT-I-FILES Record Files, All-Steel Equipment Inc.
SERVADOR Smoking Stands, Smokador Mfg. Co., Inc.
SERVICE Blackboards, Chair Mats, Clipboards, Desk Pads, Wall Panels and Lapboards, Service Products Co.
SERVICE Daters and Numberers, Fulton Marking Equipment Co.
SERVICE Tablets and Pads, L. Hyman & Sons.
SERVICE Wood Office Furniture, Hoosier Desk Co.
SERVICE LINE Wood Office Furniture, The Leopold Co.
SERVICE STEEL Shelving, Counters and Showcases, Service Steel Products Corp.
SERV-MOR Wardrobe Racks, Appliance Products Co.
SERVO Fountain Pens Welty Pen & Repair Co.
SERVOL-TYPE Embossing Machine Type, Olsen Mark Corp.
SERV-U Posting Trays, Le Febure Corp.
SERVUS-TABLE Circulators, Kisco Co., Inc.
SERV-WEL Clipboards, Scratch Pads and Mimeo Papers, Rockwell-Barnes Co.
SESSIONS Office Clocks, Sessions Clock Co.
SETH THOMAS Clocks, Seth Thomas Clocks.
SETTEN Punch, Spencerian Pen Co., Inc.
SHAD-O-RUG Rubber Floor Runners, American Floor Products Co.
SHALLCROSS Ribbons and Carbons, Inks and Duplicator Supplies, Shallcross Co., Inc.
SHANNON Files and Filing Supplies, Yawman and Erbe Mfg. Co.
SHARPIE Pocket Pencil Sharpeners, Aalton Mfg. Co.
SHAW Bound Blank Books. Wilson Jones Co.
SHAW Finger Paints, Binney & Smith Co.
SHAW-WALKER Files, Filing Systems, Safes and Office Furniture, Shaw-Walker Co.
SHEAFFER Fountain Pens and Mechanical Pencils, W. A. Sheaffer Pen Co.
SHEFFIELD Daters, Bankers and Merchants, Inc.
SHELBYTRIP Salesbooks, Shelby Salesbook Co.
SHELITHO Lithographed Forms, Shelby Salesbook Co.
SHEPARD NULITE Fluorescent Desk and Floor Lamps, Shepard Engineering Co.
SHEPCO Envelopes, Sheppard Envelope Co.
SHEPCO KLASP Envelopes, Sheppard Envelope Co.

SHEPHERD Posture Chairs, Shepherd Chair Co.
SHIF-DEX Visible Record Binders, Cabinets and Posting Tables, Wilson Jones Co.
SHIVA Artists' Colors, Morilla Co., Inc.
SHOOTING STAR Stencils and Duplicating Inks, American Stencil Mfg. Co.
SHOPROBE Wardrobe Units, Lyon Metal Products, Inc.
SHORTHANDY Pencils, Eagle Pencil Co.
SHORT-POINT Thumb Tacks, Hampden Mfg. Co., Inc.
SHORT-TRIPPER Traveling Bags, Charles Doppelt & Co.
SHOWMASTER Showcard Brushes, Brushmakers, Inc.
SHRED ALL Paper Shredders, Universal Shredder Co.
SHREDMASTER Paper Shredding Machine, Shredmaster Corp.
SHREDOMATIC Paper Shredders, Lee & Henry Mfg. Co.
SHUMAN Labels, Frank G. Shuman Co.
SHURFLAT Carbon Papers, F. S. Webster Co.
SHUR-LOCK County Record Binders, Wilson Jones Co.
SIDE-KICK Magnetic Memos, American Binder Co., Inc.
SIEBER Loose Leaf Binders, Vevier Loose Leaf Co.
SIGHT-LIGHT Desk Lamps, M. G. Wheeler Co., Inc.
SIGHTLY Copy Racks, The Franklin Table Co.
SIGHT-SAVER Columnar Pads and Accounting Forms, Master-Craft Corp.
SIGNAGRAPH Signature Machines, Signature Co.
SIGNAGRAPH, JR. Check Signers, Waterman Pen Co., Inc.
SIGNAL Electric Fans, Signal Electric Mfg. Co.
SIGNALIZER Visual Follow-up Control, Bowman Specialty Co.
SIGNAL-LETTER-BALANCE Carbon Paper, Kraus Ribbon & Carbon Co.
SIGNALOK Visible Equipment, Wassell Organization, Inc.
SIGNATURES Metal Name Plates, Metalcraft, Inc.
SIGNET Embossers, Franklin Mfg. Corp.
SIGNMAKER Letter and Number Decal Transfers, Duro Decal Co., Inc.
SIGN-O-METER Check Signers, The Hedman Co.
SIGN-X Correspondence Organizer, Arch K. Ansty Co.
SIKES Leather-Upholstered Furniture, The Sikes Co., Inc
SILENTFONE Telephone Silencers, Telephone Devices Co
SILENT GIANT School Desks, Arlington Seating Co.
SILENT SENTRY Typewriter Bases, Business Machine Products, Inc.
SILENTPADS Typewriter Pads, Dr. Scat Chemical Co.
SILGLO Polishing Cloths, Blake Industries.
SILICATE NOISELESS Blackboard Erasers, N. Y. Silicate Book Slate Co.
SILK Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
SILK GAUZE Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
SILK SPUN Ribbons and Carbons, Mittag & Volger, Inc.
SILK STAR Office Machine Ribbons, F. S. Webster Co.
SILK TOP Ink Pads, The Irwin-Hodson Co.
SILV-ALOY Steel Pens, Turner & Harrison Pen Mfg. Co., Inc.
SILVER Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
SILVER ALLOY Steel Pens, Turner & Harrison Pen Mfg. Co., Inc.
SILVER BOND Carbon Papers, Kee Lox Mfg. Co., Inc.
SILVER COMET Pencil Sharpener, C. Howard Hunt Pen Co.
SILVER CREST Bronze Desk Accessories, Smith Metal Arts Co., Inc.
SILVER MEDAL Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
SILVER STAR Loose Leaf Fillers, Hano Paper Co., Inc.
SILVER TIPT Pin Tickets, Dancyger Mfg. Co.
SILVER-CHROME Pen and Pencil Sets, Morrison Fountain Pen Co.
SILVERINE Pens, C. Howard Hunt Pen Co.
SILVERMARK Stamp Inks, The Irwin-Hodson Co.
SILVER-STRIPE Binders, Master-Craft Corp.
SIMCEL Roll Leaf, Simplex Gold Stamping Press Co.
SIMON Catalog Binders, Telephone Book Covers, Simon Products Co.
SIMPLAFIND Card Finding System, Simpla Research and Mfg. Co., Inc.
SIMPLEX Account Files, Modern Account System Co.
SIMPLEX Blackboard Erasers and Bulletin Boards, Beckley-Cardy Co.
SIMPLEX Bookkeeping Systems, Wilson Jones Co.
SIMPLEX Business Record Books, National Blank Book Co.
SIMPLEX Electric Time Stamps, Simplex Time Recorder Co.
SIMPLEX Gold Stamping Presses, Simplex Gold Stamping Press Co.
SIMPLEX Machine Accounting Trays, National Blank Book Co.
SIMPLEX Magazine Binder, The C. E. Sheppard Co.
SIMPLEX Mailing Tubes, Ames Safety Envelope Co.
SIMPLEX Master Units, Buckeye Ribbon & Carbon Co.
SIMPLEX Paper Clips, Noesting Pin Ticket Co., Inc.
SIMPLEX Prong Binders, Stationers Loose Leaf Co.
SIMPLEX Rulers, Westcott Rule Co., Inc.
SIMPLEX Sorters, The Rate Service Bureau.
SIMPLEX Tape Sealing Machines, Better Packages, Inc.
SIMPLO-GRAPH Bookkeeping Systems, Charles R. Hadley Co.
SIMPLOPHONE Telephone Amplifier, Simplophone Corp.
SINCRO-TILT Chair Irons, The Seng Co.
SINGLEX Erasers, Eberhard Faber Pencil Co.
SIOUX CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
SIT-RITE Industrial Chairs, School Desks, National School Equipment Co.
SKETCHING Pencils, General Pencil Co., Inc.
SKIN MARKING Pencils, Blaisdell Pencil Co.
SKIPPER Typewriter Ribbons, Allied Carbon & Ribbon Mfg. Corp.
SKRATCH Polish, General Cement Mfg. Co.
SKRIP Fountain Pen Inks, W. A. Sheaffer Pen Co.
SKUM-X Drafting Dusting Powder, Eugene Dietzgen Co.
SKY-HY Prong Fasteners, Speed Products Co., Inc.
SKYLARK Fountain Pens, Rotary Pen Co.
SKYLINER Fountain Pens, Eversharp, Inc.
SKYLINER Metal Office Furniture, Orna Metal Products Co.
SKYSCRAPER Desks, Shaw-Walker Co.
SKYTINT Colored Lead Pencils, National Pencil Co.
SKYWAY Onionskin Papers, The Lafayette Co., Inc.
SLATEBESTOS Blackboards, Beckley-Cardy Co.
SLATOPLATE Blackboards, Beckley-Cardy Co.
SLENCIL Notebooks and Memo Pads, Slencil Co.
SLICK TOP Indexed Rubber Stamps, The Irwin-Hodson Co.
SLICK-INK White Ink, Jet Mfg. Co., Inc.
SLIDE FILE Hanging Folder Frames, Home-O-Nize Co.
SLIDEDEX Visible Indexes, Acme Visible Records, Inc.
SLIDE-LOCK Ring Books, McMillan Book Co.
SLIDE-OFF Decalcomanias, Palm Bros. Decalcomania Co.
SLID-O-MATIC Disappearing Top of Guide-O-File, Guide System & Supply Co.
SLIM Memo Pad with Pencil, Ehlbert Products.
SLIM STYLE Ball Pen, David Kahn, Inc.
SLIM-JIM Metal Utility Cabinets, Stansteel Corp.
SLIP-ON Label Holders, Office Products, Inc.
SLOT-LOK Post Binders, Elbe File & Binder Co., Inc.
SLOTLOCK Sectional Post Binders, The Federbush Co., Inc.
SMAL-POINT Eraser, Gits Molding Co.
SMEAD Envelopes and Filing Supplies, Smead Mfg. Co., Inc.
SMEADFIBRE Folders and Guides, Smead Mfg. Co., Inc.
SMILEMASTER Posture Chairs, Sturgis Posture Chair Co.
SMITHCO Payroll and Loose Leaf Forms, W. Ray Smith Co.
SMITH-CORONA Typewriters and Adding Machines, L. C. Smith & Corona Typewriters, Inc.
SMITHCRAFTED Leatherette Albums, Waste Baskets, Letter Trays, Desk Sets and Scrap Books, S. K. Smith Co.
SMITH'S Index Tabs and Signals, Charles C. Smith Co.
SMITH'S 20th Century Interest Tables, The Twentieth Century Co.
SMITHSONIAN Numberers, R. H. Smith Mfg. Co.
SMOKADOR Rocking Smoker's Stand, Smokador Mfg. Co., Inc.
SMOKERACK Smoker and Magazine Rack, Smo-King Products, Inc.
SMOKER'S URN Smoking Stands, Sandless Urns, Aget Mfg. Co.
SMO-KING Sand Urns, Smoking Stands, Smo-King Products, Inc.
SMOKY SUMAC Billfolds, Enger-Kress Co.
SMOOTH STROKE Lettering Pens, Bridgeport Pen Co.
SMOOTH-POINT Fountain Pens and Pencils, Reliable Pen & Pencil Co.
SNAP Binders, Elbe File & Binder Co., Inc.
SNAP ERASER Typewriter Erasers, Allen & Co.
SNAPAK Brief Cases, Schell Leather Goods Co.
SNAP-A-PART Forms and Holders, Philip Hano Co., Inc.
SNAP-I-SET One-time Carbon Forms, General Multi Forms Sales Co.
SNAP-IT Plastic Keyholder, Quick Point Pencil Co.
SNAP-LETTER Letter Trays, Handi-Blott Co.
SNAP'N PART Carbon Interleaved Forms, Federal Business Products, Inc.
SNAPOUT Accounting Forms, Snapout Forms Co.
SNAP-PAK One-Time Carbon Units, Atlantic Register Co.
SNAPPY PACS Packaged Rubber Bands, Spencer Rubber Products Co.
SNAPSETS One-Time Carbon Forms, American Business Systems
SNIP-SNAP TAB Metal Filing Tabs, Sondon Systems Corp.
SNOWDRIFT Adhesives, Arabol Mfg. Co.
SNOW WHITE White Inks, Johnston's "Snow White" Products
SNUG FIT Stool Cushions, Sun Rubber Co.
SO-EASY Moisteners and Loose Leaf Books, A. Mohler
SOFSEAT Stool Cushions, Perfect Rubber Seat Cushion Co.
SOFT MARKER Crayons, Joseph Dixon Crucible Co.
SOFTA Pencils, General Pencil Co.
SOLAR Waste Receptacles, Solar-Sturges Mfg. Co.
SOLID GOLD Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
SOLID KUMFORT Folding Chairs, Louis Rastetter & Sons Co.
SOLITE Onionskin Papers, L. Hyman & Sons
SOLO Paper Cups and Dispensers, Paper Container Mfg. Co.
SOLO Stamp Pads and Inks, Peerless Office Products Corp.
SOLVENE Type Cleaners, Sanford Ink Co.
SOMAC Adding Machine Rolls, Southern Straw Mfg. Co.
SONOGRAPH Wire Recorder Dictating Machines, Pentron Corp.
SONOMOR Pins, Staples and Thumb Tacks, William Prym, Inc.
SOPHISTICATE Posture Chairs, Sturgis Posture Chair Co.
SORTERGRAF Sorting Devices, Sortergraf Co.
SORT-O-FILE Sorting Devices, Associated Industrial Designers
SORT-O-MAT Letter Sorters, Yawman and Erbe Mfg. Co.
SOUNDEX Partitions, G. R. Products, Inc.
SOUNDEX Public Record Indexes, Remington Rand Inc.
SOUNDGUARD Soundproof Desks, Globe-Wernicke Co.
SOUNDMIRROR Magnetic Tape Recorder, Brush Development Co.
SOUNDSCRIBER Dictating Machines, The SoundScriber Corp.
SOUNDTROL Vibration Control Blocks, Jardin Associates, Inc.
SOUTHERN CRESCENT Copying Presses, Southern Skein & Foundry Co.
SOUTHWORTH Manifold and Typewriter Papers, Southworth Co.
SOUVENIR Advertising Pencils, Souvenir Lead Pencil Co.
SOUVENIR BOND Papers, Eaton Paper Corp.
SOVEREIGN Fountain Pens, W. A. Sheaffer Pen Co.
SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
SOVEREIGN Stencils, Speed-O-Print Corp.
SPACE MAKER Guides and Indexes, General Fireproofing Co.
SPACE-FINDER Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
SPACE-MASTER Classroom Seating, E. W. A. Rowles Co.
SPACE-MISER County Record Re-binders, Ernest Hazel, Jr.
SPACE-SAVER Guides, Shaw-Walker Co.
SPACE-SAVER Hat and Coat Rack, City Display, Inc.
SPACE SAVER Machine Bookkeeping Desks, Le Febure Corp.
SPACE-SAVER Record Book, McMillan Book Co.
SPAL Floor Cleaning Compound, Huntington Laboratories, Inc.
SPARKES "66" Six-color pencil, Sparkes Products Co.
SPARKLER Pencils, General Pencil Co.
SPARKLE-TYPE Type Cleaners, Sparkle-Type

SPARKY Card Files, Sparky Specialties, Inc.
SPARTAN Desk Pins, Oakville Co.
SPARTAN Electric Fans, Spartan Electric Co.
SPARTAN Wood Marking Inks, Superior Marking Equipment Co.
SPAULDING Waste Baskets and Vulcanized Fiber, Spaulding Fibre Co., Inc.
SPECIAL Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
SPECIAL BLACK Pencils, Joseph Dixon Crucible Co.
SPECIAL BRAND Carbon Papers, Miller-Bryant-Pierce
SPECIAL DISPATCH Pencils, Wallace Pencil Co.
SPECIAL DRAFTSMAN Pencil Sharpeners, Automatic Pencil Sharpener Co.
SPECIALTY Payroll Envelopes, The Todd Co., Inc.
SPECTATOR Pencils, Reliance Pencil Corp.
SPEDO Drafting Instruments and Electric Trimmers, Chas. W. Speidel Co.
SPEDOLENE Tracing Papers, Chas. W. Speidel & Co.
SPEED INDEX Correspondence Filing and Indexing Systems, Oxford Filing Supply Co.
SPEED KEYS Typewriter Keys, Speed Key Corp.
SPEED KING ADJUSTO Tray Binders, Le Febure Corp.
SPEED Staplers, Paper Fasteners and Erasing Shields, Speed Products Co., Inc.
SPEED WASH Fountain Brushes, Milwaukee Dustless Brush Co.
SPEEDAC Visible Record Systems, Remington Rand Inc.
SPEEDAUMAT Addressing Machines, Addressograph-Multigraph Corp.
SPEEDAWAY Steel Pens, C. Howard Hunt Pen Co.
SPEEDBALL Lettering Pens, Inks and Linoleum Cutters, C. Howard Hunt Pen Co.
SPEE-DEE Photocopy Equipment, Peck & Harvey
SPEED-DRY Duplicating Inks, American Stencil Mfg. Co.
SPEEDERASER Automatic Typewriter Erasers, Blue Robin Corp.
SPEEDEX Visible Index Systems, Le Febure Corp.
SPEED-FEED Typewriter Billing Attachment, Egry Register Co.
SPEEDICOPY Business Forms, Rediform Division, Moore Business Forms, Inc.
SPEEDIFOLD Interleaved Carbon Sets, Moore Business Forms, Inc.
SPEEDI-MATIC Perforators, American Bank Equipment Co.
SPEED-INDEX Correspondence Filing Systems, Oxford Filing Supply Co.
SPEEDISET Interleaved Carbon Forms, Moore Business Forms, Inc.
SPEEDISETS One-Time Carbon Forms, Shelby Salesbook Co.
SPEEDLINER Spirit Duplicators and Supplies, American Photocopy Equipment Co.
SPEED-MAILIT Envelope Moisteners, Derby Sealers, Inc.
SPEEDMATIC Tackers, Speed Products Co., Inc.
SPEED-MO Type Cleaning Kits, Dating and Numbering Stamps, Stamp Pads and Inks, Rivet-O Mfg. Co.
SPEEDO Indexes and Index Tabs, Speed Products Co., Inc.
SPEED-O-CABINET Duplicator Cabinets, Speed-O-Print Corp.
SPEED-O-FORM Carbons, Waters & Waters Branch
SPEEDOGRAPH Duplicators, Beck Duplicator Co.
SPEED-O-GRAPH Follow-Up Systems, Veet Industries.
SPEED-O-LECTRIC Adding Machines, Clary Multiplier Corp.
SPEED-O-MATIC Postcard Duplicators and Supplies, Speed-O-Matic Co.
SPEED-O-MOIST Label, Letter and Stamp Moisteners, Market Services, Inc.
SPEED-O-PRINT Stencil Duplicators, Speed-O-Print Corp.
SPEED-O-SCOPE Stencil Scopes, Speed-O-Print Corp.
SPEEDO-SORT Sorters, Speedo-Sort Co.
SPEE-DOTTER Drafting Instruments, C-Thru Ruler Co.
SPEEDPOINT Staples, Speed Products Co., Inc.
SPEED-PRINTZ Gold Stamping Machines, Wilson Gold Stamping Machine Co.
SPEEDRITE Checkwriters, Hall-Welter Co.
SPEEDRY Carton Openers, Brushpens and Instant-Dry Inks, Speedry Products, Inc.
SPEED-SET Numbering Machines, American Numbering Machine Co.
SPEED-SWEEP Floor Brushes, Milwaukee Dustless Brush Co.
SPEEDTAG Price Tagging Needle, Rudolf Orthwine Corp.
SPEEDWAY File Fasteners and Pressboard Folders, Speed Products Co., Inc.
SPEEDY PRINTER Postcard Duplicator, Pekas Duplicator Co.
SPEL-BINDERS Presentation Binders, Joshua Meier Co., Inc.
SPENCER Marking Devices, S. M. Spencer Mfg. Co.
SPENCER Rubber Bands, Spencer Rubber Products Co.
SPENCERIAN Steel Pens, Spencerian Pen Co.
SPEND AND SAVE Household Budget Books, Wilson Jones Co.
SPHEROID Steel Pens, Eagle Pencil Co.
SPHINX Adhesives, Arabol Mfg. Co.
SPHINX Pens, Pencils and Sets, Non-Stop Pen & Pencil Co.
SPHINX Typewriter Paper, Saxon Paper Corp.
SPHINX Water Colors, Triangles and Drawing Tables, F. Weber Co.
SPIDERWEB Carbon Papers, A. P. Little, Inc.
SPIL-PRUF Dip Pen Desk Sets, Hamilton Industries
SPIN-A-FILE Rotary Card File, Stellar Tool & Mfg. Co.
SPINDEX Rotary Files, Business Efficiency Aids
SPINNING WHEEL Ribbons and Carbons, Mittag & Volger, Inc.
SPINNIT Paper Drills, Lassco Products, Inc.
SPIRAL Paper Cups, Paper Container Mfg. Co.
SPIRITCARB Duplicating Carbon Paper, Peerless-Imperial Co., Inc.
SPIRITFORM Duplicator Supplies, Spiritform Co.
SPI-ROLL Folder Labels, Smead Mfg. Co.
SPIROSETS Master Forms, F. S. Webster Co.
SPLENDOR Pencils, American Pencil Co.
SPONGEX Chair Cushions, Typewriter Pads and Sponges, Sponge Rubber Products Co.
SPOT-LIGHT Metal Furniture, Peerless Steel Equipment Co.
SPOTSEALD Teletype and Adding Machine Rolls, Rockwell-Barnes Co.
SPRINGFIELD Paper Trimmers, Milton Bradley Co.
SPRINGFIELD Telephone Memo Device, Practical Products.
SPRING-GRIP Card Holders, Hampden Mfg. Co., Inc.
SPRINGMASTER Steno Chairs, Sturgis Posture Chair Co.
SPRYLITE Posture Chairs, Sturgis Posture Chair Co.
SQUIRES Inkwells and Ink Bottles, Squires Inkwell Co.
STABILO Lead Pencils, Swan Pencil Co., Inc.
STABOND Adhesives, American Latex Products Corp.
STA-BRITE Paper Fasteners and Numbered Tacks, Hampden Mfg. Co., Inc.
STACO Desk Pads, Desk Blotters, Letter Openers, Memo Pads and Work Organizers, Stationers Specialty Corp.
STACOR Blueprint Files and Drawing Tables, Stacor Equipment Co.
STADIA Slide Rules, Keuffel & Esser Co.
STAFFORD'S Inks and Adhesives, S. S. Stafford, Inc.
STA-FLAT Carbon Papers, Kee Lox Mfg. Co., Inc.
STA-GUIDE Vertical Filing Guides, C. L. Barkley & Co.
STAKMASTER Blue Print Files, Stacor Equipment Co.
STAKMORE Folding Furniture, Stakmore Co., Inc.
STALOK Post Binders, Stationers Loose Leaf Co.
STALWART Bond Papers, Eaton Paper Corp.
STALWART Fountain Pens, Waterman Pen Co., Inc.
STAMCO Ribbons and Carbons, Standard Manifold Co.
STAMPAC Stamp Dispensers, Salsbury Corp.
STAMPERKRAFT Rubber Stamp Moulding Racks, Superior Marking Equipment Co.
STANDARD Autographic Registers, The Standard Register Co.
STANDARD Blotting Papers, Standard Paper Mfg. Co.
STANDARD Bound Books and Visible Equipment, Boorum & Pease Co.
STANDARD Box Letter Files, Acme Letter File Co.
STANDARD Clock and Fire Alarm Systems, The Standard Electric Time Co.
STANDARD Desk Letter Trays, Weis Mfg. Co.
STANDARD Desks and Office Furniture, The Standard Furniture Co.
STANDARD Diaries, Memo Books, Appointment Books and Record Books, Standard Diary Co.
STANDARD Dictionaries, Funk & Wagnalls Co.
STANDARD Drafting Tables, Engineering Mfg. Co.
STANDARD Duplicator Stencils, Technygraph Co.
STANDARD Fluid Duplicators and Envelope Sealers, Standard Duplicating Machines Corp.
STANDARD Folding Wood Chairs, Standard Mfg. Co.
STANDARD Hectograph Compound, Levison & Blythe Mfg. Co.
STANDARD Manifold Books, The Shelby Salesbook Co.
STANDARD Paper Clips, Noesting Pin Ticket Co., Inc.
STANDARD Posture Chairs, Sturgis Posture Chair Co.
STANDARD Rubber Stamp Handles, R. H. Smith Mfg. Co.
STANDARD Stamp Pads, Stamp Racks, Inks and Rubber Type, Consolidated Stamp Mfg. Co., Inc.
STANDARD Staplers and Staples, Arrow Fastener Co., Inc.
STANDARD Stencil Duplicators, Vari-Color Duplicator Co.
STANDARD Wood Bookcases, The Globe-Wernicke Co.
STANDARD Zipper Money Bags, The Bank Vault Inspection Co.
STANDARD LINE Wood Office Furniture, Executive Furniture, Inc.
STANDARD-JOHNSON Coin Counters and Sorters, Standard-Johnson Co.
STANDARD INDESTRUCTO Carbon Papers, Kee Lox Mfg. Co., Inc.
STANDARD WEIGHT-40 Carbon Papers, Kee Lox Mfg. Co., Inc.
STAND-BY Copyholders, Copy Right Mfg. Corp.
STANDEES Standing Mat, L. M. Bickett Co.
STANDMASTER Typewriter Stands, Tri-Par Mfg. Co.
STANDUCK Ring Binders, Standard Brief Case Co., Inc.
STANSTEEL Wardrobes, Lockers and Shelving, Stansteel Corp.
STANWEAR School Bags, Standard Brief Case Co., Inc.
STAONAL Marking Crayons, Binney & Smith Co.
STAPLE-CHIEF Staplers, Markwell Mfg. Co., Inc.
STAPLE-DREADNOUGHT Staplers, Markwell Mfg. Co., Inc.
STAPLEFAST Staplers, Burgess Fastening Co.
STAPLE-MASTER Staplers, Markwell Mfg. Co., Inc.
STAPLE-SPAN Staplers, Markwell Mfg. Co., Inc.
STAPLETS Staples, Markwell Mfg. Co., Inc.
STAPLEX Electric Staplers, Staplex Co.
STAPL-ON Stapling Hammer, E. H. Hotchkiss Co.
STA-PLYER Staplers, Markwell Mfg. Co., Inc.
STAPUT Desk Top Stripping, Glaziers' Tool Mfg. Corp.
STAR Bank Pins, Star Pin Co.
STAR Cleaner and Polishers, Star Chemical Co., Inc.
STAR Daters and Numberers, R. A. Stewart & Co., Inc.
STAR Fountain Pens and Ink Pencils, Weidlich Pen Mfg. Co.
STAR Gummed Tape Sealers, Metal Specialties Mfg. Co.
STAR Interest Tables, Twentieth Century Co.
STAR Lead Pencils, Eberhard Faber Pencil Co.
STAR Metal Utility Cabinets, Advance Industries
STAR Paste, Sanford Ink Co.
STAR Skin Cleaner, Typewriter Oil and Office Machine Ribbons, F. S. Webster Co.
STAR Stencil Inks, The C. H. Hanson Co.
STAR Tackers, E. H. Hotchkiss Co.
STAR Type Cleaner, Eberhard Faber Pencil Co.
STAR BRAND Thumb Tacks, Hampden Mfg. Co., Inc.
STAR MARKER Fountain Brush Pens, Universal Fountain Brush Co.
STAR PRODUCTS Desk Pads, Desk Sets and Accessories, Star Office Accessories Co.
STAR-BRITE Colored Blackboard Crayons, E. W. A. Rowles Co.
STA-RITE Blackboard Erasers, Beckley-Cardy Co.
STARK Calendars, Stark Calendars, Inc.
STARLET Fountain Pens, Waterman Pen Co., Inc.
STARLINE Steel Shelving, Midland Mfg., Inc.
STASET Rubber Cement, Monet Co.
STATELEIGH Fountain Pens, Waterman Pen Co., Inc.
STATES Card Guides and Loose Leaf Indexes, Shaw-Walker Co.
STATESMAN Fountain Pens, W. A. Sheaffer Pen Co.
STA-TRAY Stationery Trays and Racks, Sta-Tray Co.
STAXONSTEEL Transfer Files, Bankers Box Co.
STAY'BLE Drafting Tables, Emrick, Inc.

◄ SEE PAGES 5 TO 23 FOR ADDRESSES OF MANUFACTURERS ►

STAY-OPEN Aluminum Sheet Holders, Stationers Loose Leaf Co.
STAZE-OPEN Brief Bag, Reuben Co.
STEBCO PRODUCTS Leather Goods, Stein Bros. Mfg. Co.
STED-I-LEG Typewriter Desk Shelf Support, Gonco Mfg. Co.
STEEL AGE Steel Office Furniture, Corry-Jamestown Mfg. Corp.
STEEL CITY Gem Paper Clips, I. & M. Sufrin
STEEL CLAD Fibreboard Files, Oxford Filing Supply Co.
STEEL FRONT Fibreboard Files, Oxford Filing Supply Co.
STEEL HINGE Reinforced Binder Hinges, National Blank Book Co.
STEEL SEALED Expanding Envelopes and Wallets, Cooke & Cobb Co.
STEEL STRONG Coin Handling Products, The C. L. Downey Co.
STEEL STRONG Steel Desk Trays, Premier Supply Corp.
STEELCASE Office Furniture and Equipment, Metal Office Furniture Co.
STEEL-CLAD Transfer Files, Oxford Filing Supply Co.
STEELGUARD Personal Files, Globe-Wernicke Co.
STEELGRIP Paper Clips, L. D. Van Valkenburg.
STEELINE Filing Folders, The Kay-Dee Co.
STEELMARK Steel Marking Crayons, St. Louis Crayon & Handle Co.
STEELMASTER Cash and Bond Boxes, Art Steel Sales Corp.
STEEL-PRIDE Metal Lockers, Steel Service Mfg. Co.
STEELTAB Filing Guides, Veet Industries.
STEELWARE Waste Baskets and Storage Cabinets, Steelware Mfg. Corp.
STELLAR Aluminum Desk Trays, Stellar Tool & Mfg. Co., Inc.
STEMPCO Costumers, Clipboards, Lapboards and Letter Trays, Stempel Mfg. Co.
STENAFAX Stencil Cutting Machines, Times Facsimile Corp.
STENCILRUN Duplicating Papers, Copy Papers Sales & Service Agency, Inc.
STENGEL Casters, Phoenix Caster Co., Inc.
STENNO Typewriter Ribbons, Stenno Ribbon & Carbon Mfg. Co.
STENNO JET Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
STENO Wire Recorders, Crescent Industries, Inc.
STENO-BRUSH Office Machine Cleaning Kits, Brushmakers, Inc.
STENO-CADDY Typewriter Table and Sorting Rack, Welham Metal Products Co.
STENOCOPY Ribbons and Carbons, Codo Mfg. Corp.
STENODEX Steno Notebook Holders, Zephyr American Corp.
STENO-EEZ Ribbons and Carbons, Key Ribbon & Carbon Co.
STEN-O-ETTE Notebook Holders, Aluminum Desk Accessories Co., Inc.
STENOGRAPH Electronic Dictating Machines, Chicago Dictating Machine Co.
STENOGRAPH Shorthand Writing Machines, Stenographic Machines, Inc.
STENOGRAPHER Pencils, Joseph Dixon Crucible Co.
STENOGRAPHIC Pencils, Eberhard Faber Pencil Co.
STENOMASTER Typewriter Erasers, Brushmakers, Inc.
STENO-PADS Shorthand Machine Paper, Stenographic Machines, Inc.
STENOPAL Steno Notebook Holders, Acco Products, Inc.
STENOSAVER Typewriter Cleaning Kit, W. R. Winston.
STENOTYPE Paper Pads, The Stenotype Supplies Co.
STENOTYPE Shorthand Writing Machines, The Stenotype Co.
STEN-X-LITE Easel Desk Lamps, Fostoria Pressed Steel Corp.
STERLING Blotting Papers, Standard Paper Mfg. Co.
STERLING Brief Covers, Cooke & Cobb Co.
STERLING Clip Boards, Chalk, Erasers, Letter Trays, Shears and Thumb Tacks, Bainbridge, Kimpton & Haupt, Inc.
STERLING Dip Pens, Ink Wells, Pencil Sharpeners and Envelope Openers, Sterling Plastics Co.
STERLING Drafts, Notes and Receipts, C. R. Gibson & Co.
STERLING Loose Leaf Fillers, American Pad & Paper Co.
STERLING Plastic Moisteners, Sterling Plastics Co.
STERLING Ribbons and Carbons, Ames Supply Co.
STERLING White Chalk Crayons, American Crayon Co.
STERLING CRYSTAL Duplicator Stencils, Crystal Copy Corp.
STERLING SUPREME Gummed Tapes, The Gummed Products Co.
STERLING Water Color Board and Paper, National Card, Mat & Board Co.
STEVEN J. MURPHY Folding Chairs, Murphy-Miller, Inc.
STEWARD Perpetual Calendars and Desk Memos, Finch & McCullough
STICK STRIP Desk Top Stripping, Polar Mfg. Co.
STICK-GRIP Self-Adhesive Desk Strips, Corners and Discs, Polar Mfg. Co.
STICKING Liquid Paste, Diamond Ink & Adhesive Co.
STICKLESS Carbon Papers, The Carter's Ink Co.
STIKTITE Sponge Rubber Stripping, Glaziers' Tool Mfg. Corp.
STIMPSON Index Tabs, Posts and Screws, Eyelets, Edwin B. Stimpson Co.
STIMPSON DALE Paper Fasteners, Edwin B. Stimpson Co.
STIX Adhesives, Cardinell Corp.
STIX Gummed Tape and Suspension Rings, Mounties, Inc.
STIX Paste, Crescent Products Co.
STOC Typewriter Oils, Federal Mining & Mfg. Co.
STONE-BESTOS Blackboards, N. Y. Silicate Book Slate Co.
STOP-STEP Ladders, Cramer Posture Chair Co.
STORACK Shelving Units, Lennox Metal Mfg. Co.
STORCASE Bookcases, Borroughs Mfg. Co.
STORITE Storage Binders, Grand Rapids Loose Leaf Binder Co.
STORMTEX Typewriter Ribbons, H. M. Storms Co.
STOR-O-CAB Storage Cabinets, Dorset Steel Equipment Co.
STOR-O-FILE Combination File and Storage Cabinet, Dorset Steel Equipment Co.
STOW-DAVIS Executive Furniture, Stow & Davis Furniture Co.
STRAIGHT EDGE Carpenter Pencils, General Pencil Co.
STRATELINE Rulers, Westcott Rule Co., Inc.
STRATFORD Fountain Pens, Stratford Pen Corp.
STRATOSPHERE Carbon Papers, Old Town Corp.
STRATOWRITER Ball-Point Fountain Pens, W. A. Sheaffer Pen Co.
STRAYER Steel Files and Sorting Devices, Strayer Coin Bag Co.
STREAMLINE Pen Point Assortment, Turner & Harrison Pen Mfg. Co., Inc.
STREAMLINE Wood Office Furniture, Executive Furniture, Inc.
STREAMLINE LINE Receipts, Notes and Drafts, Boorum & Pease Co.
STREAMLINER Steel Desks and Tables, Globe-Wernicke Co.
STREAMLINER Utility Stands, Maso Steel Products.
STREAMLINER Waste Baskets, Hunting-Roberts Co.
STREIT SLUMBER CHAIR Reclining Chairs, C. F. Streit Mfg. Co.
STRETCH-O-WAY Zipper Ring Binder, Thomases & Co.
STRICKLER'S REMINDERS Collection Labels, Carl E. Strickler & Co.
STROMBERG Time Stamps, Stromberg Time Corp.
STRONGLEAF Loose Leaf Fillers, National Blank Book Co.
STRONG-POINT Pencils, Blaisdell Pencil Co.
STRYPON Carbon Papers, The Carter's Ink Co.
STUDENT Drawing Kits, Engineering Mfg. Co.
STUDENT-AID Brief Covers, Cooke & Cobb Co.
STUDENTS Loose Leaf Fillers, Anchor Ruling Division
STUDIO Paper Trimmers, Milton Bradley Co.
STUDIO Pencil Sharpeners, Koh-I-Noor Pencil Co., Inc.
STUDIO BRISTOL Drawing Bristol, Charles T. Bainbridge's Sons.
STUDYMASTER Students' Desks, Alma Desk Co.
STUDY-STAND Book Holder, Noka Mfg. Co.
STURDI-HANGER Steel Coat Hanger, Appliance Products Co.
STURGIS Autographic Registers, The National Carbon Coated Paper Co.
STURGIS Posture Chairs, Sturgis Posture Chair Co.
STUYVESANT Binders, The Federbush Co., Inc.
STYLE V Vertical Filing Folders, Alvah Bushnell Co.
STYLE W Vertical Filing Folders, Alvah Bushnell Co.
STYLE KING Billfolds and Pocket Secretaries, S. Buchsbaum & Co.
STYLE LINE Steel Desks and Tables, Bentson Mfg. Co.
STYLE Stencil Duplicators, Marr Duplicator Co., Inc.
STYLED ASSOCIATE Steel Desks, Yawman and Erbe Mfg. Co.
STYLED EXECUTIVE Steel Desks, Yawman and Erbe Mfg. Co.
STYLE-CRAFT Leather Goods, Wilson Mfg. Co., Inc.
STYLEFILE Filing Cabinets, Metal Office Furniture Co.
STYLELINE Filing and Wardrobe Cabinets, Steel Furniture Mfg. Co.
STYLE-MASTER Steel Desks and Tables, Yawman and Erbe Mfg. Co.
STYLEWRITER Dip Pen Writing Sets, Ribbons and Carbons, The Carter's Ink Co.
STYLINE Typewriter Stands, Weber Bros. Metal Works.
STYLIST Steel Desks, Bentson Mfg. Co.
STYLOGRAPH Waxed Carbon Papers, Stylograph Corp.
STYLO-GRAPH Fountain Pens, Universal Fountain Pen & Pencil Co.
STYLOLECTRIC Burning Pens, Post Electric Co., Inc.
STYLUS Stencils, Starkey Chemical Process Co.
STYX Duplicator Inks, Marr Duplicator Co., Inc.
STYX-DRY Bill Straps, C. L. Downey Co.
SUCCESS Bond and Typewriter Papers, Neenah Paper Co.
SUCCESS Desk Calendars and Pads, Columbian Art Works, Inc.
SUCCESS FLEXI-POST Ledger Binders, Stationers Loose Leaf Co.
SUEDE Rubber Erasers, Weldon Roberts Rubber Co.
SUEDE WHISK Rubber Erasers, Weldon Roberts Rubber Co.
SUMMARY BOARD Statistical Analysis Boards, Wilson Jones Co.
SUMMIT Adding Machine Rolls, Central Paper Co.
SUN Pencils, Eagle Pencil Co.
SUNKIST Legal Pads, L. Hyman & Sons.
SUNROC Electric Water Coolers, Sunroc Co.
SUNRUCO Desk Guards, Finger Pads and Chair Protectors, Sun Rubber Co.
SUNSHINE Paper Drinking Cups, Herz Mfg. Corp.
SUN-TAN Leather Cases, Charles Doppelt & Co.
SUPER Envelope Moisteners, Better Packages, Inc.
SUPER File Pockets and Filing Systems, Smead Mfg. Co.
SUPER Filing Folders, Southern Paper Products Co., Inc.
SUPER Label and Envelope Moisteners, Better Packages, Inc.
SUPER AGITENE Cleaning Solvent, Graymills Corp.
SUPER BULLET Carbon Papers, Kee Lox Mfg. Co., Inc.
SUPER CARDER Card Record Desks, General Fireproofing Co.
SUPER CHIEF Intercommunication Systems, Talk-A-Phone Mfg. Co.
SUPER COPY Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
SUPER EFFICIENCY Gelatin Roll Duplicators, Heyer Corp.
SUPER-FILER Filing Equipment, General Fireproofing Co.
SUPER INDESTRUCTO Carbon Papers, Kee Lox Mfg. Co., Inc.
SUPER MANILA File Folders, Southern Paper Products Co.
SUPER PUL-PRUF Sheet Protectors, Cooks', Inc.
SUPER SEAL-O-SAN Floor Finishes, Huntington Laboratories, Inc.
SUPER WIZARD Steel Front Storage Cases, Weis Mfg. Co.
SUPER XXX Gold Leaf, Simplex Gold Stamping Press Co.
SUPER-AGITENE Cleaning Solvents, Graymills Corp.
SUPERB Drawing Pencils, National Pencil Co.
SUPERB Rubber Stamp Pads and Rubber Stamp Outfits, William A. Force & Co., Inc.
SUPERBA Rubber Chair Tips, The Laurel Co.
SUPERB-CRAFT Telephone Book Covers, Simon Products Co.
SUPERBRAND Filing Folders and Guides, Imperial Methods CO.
SUPERCHROME Writing Inks, Parker Pen Co.
SUPER-COTE Carbon Papers, Codo Mfg. Corp.
SUPERCRAFT Brief Cases and Luggage, Supreme Leather Goods Co.
SUPERDEX Filing Supplies and Gummed Specialties, Warshaw Mfg. Co., Inc.
SUPER-EXPANSION Ledger Binders and Outfits, Stationers Loose Leaf Co.

SUPER-FIBER Typewriter Ribbons, Codo Mfg. Corp.
SUPERFILE Folders, Southern Paper Products Co.
SUPER-FILE Steel Files, American Fiber-Velope Mfg. Co.
SUPER-FILES Filing Cabinets, The General Fireproofing Co.
SUPERFINE Gelatin Films, Hectographia Corp.
SUPERFINE Pencils, Blaisdell Pencil Co.
SUPER-FOAM Chair Cushions, Foam Rubber Fabricators, Inc.
SUPERGRIP 50 Rubber Cement, BB Chemical Co.
SUPERHARD Lumber Crayons, National Crayon Co.
SUPERIOR Adhesives, The Carter's Ink Co.
SUPERIOR Cash Register Rolls, McKenna & Phelps, Inc.
SUPERIOR Die Plate Daters, R. A. Stewart & Co., Inc.
SUPERIOR Gold Stamping Machines, Monogram Machine Supply Co.
SUPERIOR Illustration Board, Arthur Brown & Bro., Inc.
SUPERIOR Inks and Duplicating Supplies, Mittag & Volger, Inc.
SUPERIOR Manifold Papers, Esleeck Mfg. Co.
SUPERIOR Mucilage, Sanford Ink Co.
SUPERIOR Postal Scales, Triner Scale & Mfg. Co.
SUPERIOR Ribbons and Carbons, John Underwood & Co.
SUPERIOR Rubber Phone Holder, Superior Household Mfg. Co.
SUPERIOR Rubber Stamps and Supplies, Superior Marking Equipment Co.
SUPERIOR School Chalk, St. Louis Crayon & Handle Co.
SUPER-KLEEN Carbons, Master Units, Old Town Corp.
SUPERIOR Gold Stamping Machines, Monogram Machine Supply Co.
SUPER-KOTE Carbon Papers, Codo Mfg. Corp.
SUPERLINE Fountain Pen Desk Sets, Pen-Rite Corp.
SUPERLON Plastic Products, Superior Plastic, Inc.
SUPERMARK Marking Crayons, St. Louis Crayon & Handle Co.
SUPERMAT Chair Mats, Polar Mfg. Co.
SUPER-MATIC Calculators, Friden Calculating Machine Co., Inc.
SUPER-RITER Typewriter, Remington Rand Inc.
SUPER-SAFETY Checks and Forms, The Todd Co., Inc.
SUPERSEE Cellulose Acetate, Morilla Co., Inc.
SUPER-SILK Typewriter Ribbons, Snelling & Son.
SUPERSINE Name Plates, Supersine Co. of America.
SUPER-SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
SUPER-SYSTEM Filing Supplies, The General Fireproofing Co.
SUPER-TEX Clip and Arch Boards, Floor Mats, Jaybee Tray Co., Inc.
SUPER-TREATED Carbon Papers, Codo Mfg. Corp.
SUPERTYPE Carbon Papers, Stenno Ribbon & Carbon Mfg. CO.
SUPERTYPE Duplicator Stencils, Continental Ink Co.
SUPER-VALUE Steel Filing Cabinets, E. W. A. Rowles Co.
SUPER-VISIBLE Card Systems, Acme Visible Records, Inc.
SUPERWRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
SUPRA 4-color pencils, Supra Pencil Co.
SUPRATHIN Pencils, Blaisdell Pencil Co.
SUPREME Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
SUPREME Drawer Slides, Grant Pulley & Hardware Co.
SUPREME Duplicator Supplies, Crystal Copy Corp.
SUPREME Lockers, Shelving and Storage Cabinets, Supreme Steel Products, Inc.
SUPREME Notebook and Pricebook Fillers, Index Cards and Composition Books, Hano Paper Co., Inc.
SUPREME Office Machine Cleaners, Shipman-Ward Mfg. Co.
SUPREME Pencils and Leads, General Pencil Co.
SUPREME Pens and Pencils, David Kahn, Inc.
SUPREME Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
SUPREME Steel Pins, Vail Mfg. Co.
SUPREME Stencils, Tru-Rite, Inc.
SUPREME Typewriter Cleaning Machines, Spray Booths and Ovens, Supreme Mfg. Co.
SUPREME CRYSTAL Stencils, Frankel Carbon & Ribbon Co.
SUPREME DE LUXE Postal Scales, I.D.L. Mfg. & Sales Co.
SURELOCK Post Binders, Boorum & Pease Co.
SURE-RITE Duplicator Stencils, Supplies, Ribbons and Carbons, American Stencil Mfg. Co.
SURETY BOND Papers, Crocker-McElwain Co.
SURVEYORS' DUPLEX Slide Rules, Keuffel & Esser Co.
SUSPEND-O-FOLDER File Folders, Advanco Products
SUSSEX Post Binders, National Blank Book Co.
SWAN Adding Machine Rolls, Southern Straw Mfg. Co.
SWAN Leads and Penholders, Swan Pencil Co., Inc.
SWANCO Cash Boxes, Swanson Machine Corp.
SWANO Pencils and Clips, Swan Pencil Co., Inc.
SWAYSTOP File Drawer Dividers, Berger Mfg. Div.
SWIFT Adding Machines,, Swift Business Machines Corp.
SWIFT Casters, Phoenix Caster Co., Inc.
SWIFT Pencils, Wallace Pencil Co.
SWIFTSET Rubber Stamp Kits, Superior Marking Equipment Co.
SWIF-TY Twine Dispensers, Cowan Mfg. Co.
SWING KING Upholstered Chairs and Stools, Kenmar Mfg. Co.
SWING-DEX Suspension Folder Files, Business Efficiency Aids.
SWING-IT Pocket Secretaries, Enger-Kress Co.
SWINGLINE Staplers, Speed Products Co., Inc.
SWING-O-RING Loose Leaf Metals, The Fred Goat Co., Inc.
SWING-WING Bulletin Boards, Universal Steel Equipment Corp.
SWIVEL-CLIP Card and Ticket Holders, Hampden Mfg. Co.
SWIVELOK Binders and Folders, Elbe File & Binder Co., Inc.
SWIVODEX Dip Pen Desk Sets, Zephyr American Corp.
SYLVAN Mimeo Papers, Rockwell-Barnes Co.
SYNCHROTONE Tape Recorder, Magnetic Recording Industries.
SYNCRO-TILT Chair Irons, Seng Co.

T

T. Pins, Oakville Co.
T.B.R. Green Soap and Furniture Polish, Theo. B. Robertson Products Co., Inc.
T & H Fountain Pen Points, Turner & Harrison Pen Mfg. Co., Inc.
T.M. Telephone and Magazine Binder Metals, Tenacity Mfg. Co.
TTR Tool Kit Rolls, Ames Supply Co.
TABBY Ribbons and Carbons, Kraus Ribbon & Carbon Co.
TAB-EDGED Carbon Papers, Phillips Ribbon & Carbon Co., Inc.
TABLE-AIR Circulators, Kisco Co., Inc.
TAB-TEX File Folders, Tab-Tex Corp.
TABULINER Tabulating Machine Attachments, Uarco, Inc.
TAC Price Label Moisteners, The StaZon Co.
TACCO Portable Typewriter Cases, Typewriter Accessories Co.
TACKMASTER Tackers, Markwell Mfg. Co., Inc.
TACKO Thumb Tack Boards, W. L. Clark Co., Inc.
TACKON Pressure-Sensitive Tape Dispensers, Better Packages, Inc.
TAGGER Ribbons and Carbons, Mittag & Volger, Inc.
TAG-O-GRAPH Tag and Label Addressers, Weber Addressing Machine Co.
TAKAPART Portable Office Partitions, Takapart Products Co.
TALENT Art Tablets, American Pad & Paper Co.
TALK-A-PHONE Intercommunication Systems, Talk-A-Phone Co.
TALLY DENOMINATOR Hand Counters, Denominator Co., Inc.
TALLY-HO Concentrate Cleaner, Ames Supply Co.
TAMMI Safes and Trucks, Tammi Safe & Vault Co.
TA-NON-KA Bond and Duplicator Papers, Badger Paper Mills.
TAP TOP Mucilage Bottles, S. S. Stafford, Inc.
TAPE MARK Printed Tape, Tape Mark Co.
TAPEMASTER Gummed Tape and Sealers, Package Ad & Sealer Co.
TAPER TIP Pencil Cap Erasers, Weldon Roberts Rubber Co.
TAPERITE Fountain Pens and Pencils, Waterman Pen Co., Inc.
TAPE-SHOOTER Sealing Tape Machines, Better Packages, Inc.
TAPER-EDGE WHISK Rubber Erasers, Weldon Roberts Rubber Co.
TAPER TIP Erasers, Weldon Roberts Rubber Co.
TAPEX Pressure-sensitive Tape Applier, Tapex Corp.
TARA Ribbons and Carbons, American Carbon Paper Corp.
TARCO Loose Leaf Binders, Forms and Filing Equipment, Tallman, Robbins & Co.
TARGET Reinforcing Punches, Stationers Supply Corp.
TASCO Stylus Adding Machines, Tavella Sales Co.
TATCH Mounting Stickers, Eureka Specialty Printing Co.
TATUM Staplers and Supplies, Wilson Jones Co.
TAUBER Plastic Rings and Bindings, Tauber Plastics, Inc.
TAXMETER Withholding Tax Computers, Bates Accounting Forms Co., Inc.
TAYLOR Posture, Wood and Upholstered Chairs, Taylor Chair Co.
TAYLOR-MADE One-Time Carbon Snap-Out Forms, R. A. Taylor Corp.
TEAR DROP Roll Memo Device, Regal & Wade Mfg., Inc.
TEAR KLEEN Wall Calendars, Columbian Art Works, Inc.
TEAR PROOF Ring Book Sheets, Wilson Jones Co.
TEC Drawing Pencils, Erasers, Crayons, V. & E. Mfg. Co.
TECHNICRAYON Pencils, Koh-I-Noor Pencil Co., Inc.
TECHNIPLAN Modular Furniture, Globe-Wernicke Co.
TECHNYGRAPH Duplicating Supplies, Technygraph Co.
TECHNYSCOPE Stencil Scopes, Technygraph Co.
TEL-ADDRESS Address and Telephone Books, Nascon Products Division.
TEL-A-KEY Keycases, Columbia Walescraft, Inc.
TEL-A-NAME Telephone Indexes, Nosco Plastics.
TELATOTAL Calculating Devices, TelaTotal Sales Co.
TELAUTOGRAPH Writing Transmitter, TelAutograph Corp.
TELBOOK Telephone Indexes, Associated Industrial Designers.
TELDEX Telephone Indexes, Finch & McCullough.
TELEBASE Telephone Memo Device, Staron Products, Inc.
TELECHRON Electric Clocks, Telechron Dept., General Electric Co.
TELE-CIDE Telephone Germicide, Tele-Cide Chemical Corp.
TELECORD Conference Recording Equipment, Dictaphone Corp.
TEL-E-DEX Automatic Telephone Indexes, Finch & McCullough.
TELEDIPHONE Telephone Conversation Recorders, Thomas A. Edison, Inc.
TELEFACTS Deskside Files, The General Fireproofing Co.
TELEFACTS Visible Cabinets, Acme Visible Records, Inc.
TELEKOM Intercommunication Systems, Radio Corporation of America.
TELE-MAGNET Telephone Answering Device, Mohawk Business Machines Corp.
TELEMATIC Intercommunication Telephone System, Dictograph Products, Inc.
TELE-MEM Memo-Telephone Index Combination, Redi-Record Products Co.
TELE-MEMO Telephone Memo Unit, Art Steel Sales Corp.
TELE-PAD Telephone Memo Device, Sapphire Products.
TELE-SACK Ash Tray, Quigley Co.

TELESCOPE Folding Chairs, The Telescope Folding Furniture Co., Inc.
TELETALK Intercommunication Systems, Webster Electric Co.
TELE-TRAY Telephone Accessories, Tele-Tray Corp.
TELETYPE Electric Transmitting and Receiving Typewriters, Teletype Corp.
TELKEE Central Key Control Systems, P. O. Moore, Inc.
TELL-A-PAD Desk Pads and Pen Sets, Flo-Ball Pen Corp.
TELL-I-VISION Colored Plastic Tabs and Filing Systems, Smead Mfg. Co., Inc.
TEL-O-LITE Illuminated Writing Pads, Bermat Products Corp.
TEMLOK Interior Finishes, Armstrong Cork Co.
TEMPLAR Drawing, Copying and Indelible Pencils, Reliance Pencil Corp.
TEMPO Duplicators and Supplies, Milo Harding Co.
TEMPOLITH Lithograph Negatives, Milo Harding Co.
TEMPOSCOPE Stencil Scopes, Milo Harding Co.
TEMPRITE Electric Water Coolers, Temprite Products Corp.
TENACCO Office Punches, Tenacity Mfg. Co.
TENACITY Loose Leaf Metals and Binders, Tenacity Mfg. Co.
TEN-EIGHTY Typewriter Erasers, Eberhard Faber Pencil Co.
TENET Library Paste, The Commercial Paste Co.
TENEXINE Cement, Kirk Ink Co.
TENGWALL Prong Binders, Wilson Jones Co.
TENSION Envelopes, Tension Envelope Corp.
TENTION TIE String and Clasp Envelopes, Tension Envelope Corp.
TERRAZZO-SAN Tile and Marble Cleaner, Huntington Laboratories, Inc.
TERRELL Storage Cabinets, Metal Office Furniture Co.
TERSON Upholstery Fabrics, Athol Mfg. Co.
TESTED Office Machine Oil, Tested Products Co.
TEXARDERO Desk Sets, Desk Pads and Book Covers, Stationers Specialty Corp.
TEXAS MAID Chair Cushions and Dust Cloths, P. E. Fielder Mfg. Co.
TEXCEL Pressure-Sensitive Tapes, Industrial Tape Co.
TEXIT Rubber Cream Adhesives, Sanford Ink Co.
TEXTBOOK Pencils, Blaisdell Pencil Co.
TEXTURE BOND Typewriter Papers, Rockwell-Barnes Co.
THATCHER Calculating Devices, Keuffel & Esser Co.
THESIS Pencils, General Pencil Co.
THIN EDGE Typewriter Erasers, Joseph Dixon Crucible Co.
THIN FILEAWAY Billfolds, Robinson Reminders
THIN LEAD Colored Pencils, General Pencil Co., Inc.
THIN THIN Carbon Papers, Kee Lox Mfg. Co., Inc.
THINDEX Index Guides, Oxford Filing Supply Co.
THINET Rubber Cement Solvent, Monet Co.
THINEX Colored Pencils, Joseph Dixon Crucible Co.
THINLED Colored Pencils, J. S. Staedtler, Inc.
THIN-LINE Pencils, National Pencil Co.
THIN-O-BRAND Carbon Papers, Miller-Bryant-Pierce.
THIN-POST Binders, C. E. Sheppard Co.
THIN-PRONG Binders, The C. E. Sheppard Co.
THIN-RITE Lead Pencils, Eberhard Faber Pencil Co.
THISTLE BOND Business Forms, C. R. Gibson & Co.
THOMAS LIFETIME Stamp Pads, Thomas Mfg. Co.
THOMAS Mechanical Collators and Joggers, Thomas Mechanical Collator Corp.
THONET Chairs and Upholstered Furniture, Thonet Industries, Inc.
THOR Paper Fasteners, Vail Mfg. Co.
THOR Marking Devices, Pittsburgh Stamp Co., Inc.
THORNDIKE-CENTURY Dictionaries, Appleton-Century-Crofts, Inc.
THOROCLEAN Typewriter Brushes, I.D.L. Mfg. & Sales Corp.
THREESOME Fountain Pen and Pencil Sets, W. A. Sheaffer Pen Co.
THRIFT-MASTER Casters, Rice Caster Co.
THRIFT-QUALITY Stencils, Speed-O-Print Corp.
THRIFTY DE LUXE Postal Scales, I.D.L. Mfg. & Sales Corp.
THRIFTY Wood Office Furniture, Hoosier Desk Co.
THRUSH Pencils, Wallace Pencil Co.
THUNDERBOLT Airmail Envelopes, Lafayette Co.
TIARA Fountain Pens, Waterman Pen Co., Inc.
TICKETOGRAPH Pay and Production Control Systems, Commercial Controls Corp.
TICONDEROGA Pencils, Joseph Dixon Crucible Co.
TIDY DESKMASTER Desk Organizer, Art Steel Sales Corp.
TIDY TOUCH Carbon Paper, American Ribbon & Carbon Co., Inc.
TIDY-DESK Desk Organizer, Pen and Pencil Holder, Victory Mfg. Co.
TIEMASTER Twine, Package Ad & Sealer Co.
TIFFANY Business Machine Stands, Tiffany Stand Co.
TIFFANY Colored Indelible Pencils, National Pencil Co.
TIGER Pencils, Swan Pencil Co., Inc.
TIGER Thumb Tacks, Paper Fasteners, Staples and Parcel Handles, Noesting Pin Ticket Co., Inc.
TILOPINE Mopping Soaps, Theo. B. Robertson Products Co., Inc.
TILT TOP TILLIE Utility Tables, Franklin Table Co.
TILT-O-LITE Table Lighter, Quick Point Pencil Co.
TILT-PROOF VALET Metal Costumers, City Display, Inc.
TIMBERLINE Carpenter Pencils, Koh-I-Noor Pencil Co., Inc.
TIME CALENDAR Clock and Calendar Pads, World Mfg. Co.
TIME SAVER Payroll Systems and Computers, Bates Accounting Forms Co., Inc.
TIME SAVER Stationery Storage Cabinets, Weis Mfg. Co.
TIMEFONE Telephone Timer, Telephone Devices Co.
TIME-MASTER Dictating Machines, Dictaphone Corp.
TIME-O-GRAPH Time Stamps, A. D. Joslin Mfg. Co.
TIMES Pencils, J. S. Staedtler, Inc.
TIME-SAVER Files, Business Efficiency Aids.
TIMES STENAFAX Stencil-Cutting Machines, Times Facsimile Corp.
TIP-TOP Paper Fasteners, Tip Top Mfg. Co.
TIP TOP Pin Tickets and Tags, Dancyger Mfg Co.
TIP-TOP Steel Lockers, Top Flight Products Co.
TIP-TOP Stencils, Milo Harding Co.
TIP-TOP Wood Desk Trays and Card Files, Hedges Mfg. Co.
TIP-TOUCH County Record Binders, Ernest Hazel, Jr.
TITAN Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
TITAN Circular Slide Rules, Tavella Sales Co.
TITAN Expanding Files, Wilson Jones Co.
TITE GRIP Blackboard Erasers, Milton Bradley Co.
TITIAN Rubber Erasers, Weldon Roberts Rubber Co.
TO-BAC Binders, Elbe File & Binder Co., Inc.
TODAY IS Wall Calendars, Finch & McCullough.
TOILET-SAN Bowl Cleaner, Huntington Laboratories, Inc.
TOLEDO Postal Scales, Toledo Scale Co.
TOLEDO MADE Typewriter Stands and Tables, Toledo Guild Products, Inc.
TOP FLIGHT Adding Machines, Remington Rand Inc.
TOPFLIGHT Pressure-Sensitive Tape, Topflight Tape Co.
TOPFLIGHT Steel Transfer Cases, Top Flight Products Co., Inc.
TOP TROPHY Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
TOP-FLIGHT Steel Files, Bentson Mfg. Co.
TOP-NOTCH-LETTER-BALANCE Carbon Papers, Kraus Ribbon & Carbon Co.
TOP-O-GRAPH Insertable Guides, Filing Equipment Bureau.
TOPPER Paperweight, Service Products Div., Woodall Industries, Inc.
TOPS Scratch Remover Polish, Spot Cleaner and Floor Wax, General Cement Mfg. Co.
TOPS Stock Business Forms, "Tops" Business Forms
TORCH Pencils, General Pencil Co.
TORK Wall Clocks, Tork Clock Co., Inc.
TORPEDO Metal Waste Receptacles, F. H. Lawson Co.
TOT Fasteners and Staplers, Speed Products Co.
TOUCH & GO Hand Cleaner, Gregory Fount-O-Ink Co.
TOUCH-O-MATIC Paper Cutter, Hobbs Mfg. Co.
TOUCHTYPE Rubber Typewriter Keys, Peerless-Imperial Co., Inc.
TOURIST Pen and Pencil Sets, Morrison Fountain Pen Co.
TOWN CRIER Master Units, Colonial Carbon Co.
TRACEMASTER Tracing Tables, Stacor Equipment Co.
TRACEOLENE Tracing Papers, Favor, Ruhl & Co.
TRACINK Erasers, A. W. Faber, Inc.
TRADE Carbon Papers, Write, Inc.
TRADE-MARK Carbon Papers, Waters and Waters Branch.
TRADER Pencils, Reliance Pencil Corp.
TRA-DEX Vertical Visible Files, Diebold, Inc.
TRADITION-CHROMA Colored Pencils, J. S. Staedtler, Inc.
TRAFFIC Marking Crayons, Milton Bradley Co.
TRAN-CEL-SEAL Cellulose Tapes, Gummed Tape & Devices Co.
TRANSCRIPT Mimeo Papers, Duplicating Papers, Inc.
TRANSCRIPT Steel Pens, Eagle Pencil Co.
TRANSELOPE Transparent Envelopes, Stein Bros. Mfg. Co.
TRANSFILE Transfer Files, Guide System & Supply Co.
TRANSKRIT Carbonized Forms, Transkrit Corp.
TRANSO Envelopes, Transo Envelope Co.
TRANSOLENE Tracing Papers, Favor, Ruhl & Co.
TRANSORT Simplified Delivery Systems, Shelby Salesbook Co.
TRANSPARENT Mending Tapes, Warshaw Mfg. Co., Inc.
TRANSPORT Gummed Tape Sealing Machines, A. C. Hummel Co.
TRAVELDEX Expense Books, Associated Stationers Supply Co.
TRAVIATA Lead Pencils, Swan Pencil Co., Inc.
TRAYBILT FLEXI-POST Posting Binders, Stationers Loose Leaf Co.
TREASURE CHEST Insulated Chests, Victor Safe & Equipment Co., Inc.
TREASURGARD Personal Safes, Herring-Hall-Marvin Safe Co.
TREASURY Blotting Papers, Joseph Parker & Son Co.
TREND Electric Desk and Wall Clocks, Trend Clocks, Inc.
TRI MEE Office Punches, Wilson Jones Co.
TRI-BRAND Ribbons, Carbons, Duplicating Papers and Stencils, Tru-Rite, Inc.
TRIBUNE Office Pencils, J. S. Staedtler, Inc.
TRI-FIL Fountain Pens, Welty Pen & Repair Co.
TRIG-A-TAPE Pressure-Sensitive Tape Tacker, Trig-A-Tape Corp.
TRI-GUARD Filing Guides, The Globe-Wernicke Co.
TRI-HEAD Pins, Oakville Co.
TRI-LITE Portable Lamps, Artistic Lamp Mfg. Co., Inc.
TRI-LINED Carbon Papers, Tru-Rite, Inc.
TRI-LOCK Catalog Binders, Remington Rand Inc.
TRINER Computing Postal Scales, Triner Scale & Mfg. Co.
TRIOSET Pen and Pencil Sets, Waterman Pen Co., Inc.
TRIPLE CHECK Automatic Indexing, Remington Rand Inc.
TRIPLTOP File Folders, Filing Equipment Bureau.
TRI-PLY Typewriter Erasers, Weldon Roberts Rubber Co.
TRIP-O-KIT Travel Kits, Charles Doppelt & Co., Inc.
TRIPOSTER Multiple Record Posting Machines, Visirecord, Inc.
TRI-POINT Mechanical Colored Pencils, Nichols Products Co.
TRITONE Three-Color Ball Pens, Flo-Ball Pen Corp.
TRIUMPH Fountain Pens, W. A. Sheaffer Pen Co.
TRIUMPH Liquid Soaps, Theo. B. Robertson Products Co.
TRIUMPH Monogramming Machines, Ackerman-Gould Corp.
TRIUMPH Paper Clamps, Oakville Co.
TRIUMPH Pencils and Penholders, Eberhard Faber Pencil Co.
TRIUMPH Self-Inking Stamps, R. A. Stewart & Co., Inc.
TRIUMPH Steel Type Holders, James H. Matthews & Co.
TRIUNE Marking Inks, Superior Marking Equipment Co.
TROJAN Glaziers' Tools, Glaziers' Tool Mfg. Co.
TROJAN Marking Inks, Superior Marking Equipment Co.
TROJAN Paper Drinking Cups, Paper Container Mfg. Co.
TROJAN Tackers, E. H. Hotchkiss Co.
TROJAN IMPERIAL Gummed Sealing Tape, Gummed Products Co.
TROOPER Pencils, National Pencil Co.
TROY Chrome-Plated Metal Furniture, Troy Sunshade Co.
TRUCKLAC Decalcomanias, Palm Bros. Decalcomania Co.
TRUCK-MASTER Truck Casters, Rice Caster Co.
TRUCOLITE Fluorescent Luminaires, Edwin F. Guth Co.
TRU-COPY Hectographs and Roll-Film Duplicators, Beckley-Cardy Co.
TRU-COPY-PHOTE Photocopying Machines & Supplies, General Photo Products Co., Inc.

TRUE BLUE CLIPPER Staplers, E. H. Hotchkiss Co.
TRUEDGE Drawing Table Edges, Cardinell Corp.
TRUE-MARK Type Cleaners and Office Machine Pads, Ames Supply Co.
TRU-FLANGE Eyelets, American Brass Co.
TRUKASTER Casters, Hamilton Caster & Mfg. Co.
TRUMARK School Chalk, Walbuck Crayon Co.
TRU-PAK Autographic Registers and Supplies, Egry Register Co.
TRUPOINT Brass and Steel Pins, Union Pin Co.
TRUPOINT Pencil Pointer, Elward Mfg. Co.
TRU-POSTURE Office Chairs and Stools, Dependable Mfg. Co.
TRUSSELL Loose Leaf Books and Binders, Trussell Mfg. Co.
TRU-TEST Gummed Tape, Tape, Inc.
TRU-TONE Crayons, Milton Bradley Co.
TRU-VU Photo Files, Trussell Mfg. Co.
TUCHTYPE Rubber Typewriter Keys, Peerless-Imperial Co., Inc.
TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
TUF-FACE Steel Type, James H. Matthews & Co.
TUFIDE Luggage and Business Cases, Stein Bros. Mfg. Co.
TUF-TABS Loose Leaf Indexes, Index Sales Corp.
TUFTEAR Filing Folders, The Globe-Wernicke Co.
TUFTEX File Folders, C. L. Barkley & Co.
TULIP Paper Cups and Dispensers, Lily-Tulip Cup Corp.
TUMBLE TOP Display Binders, Barrett Bindery Co.
TUMBLER Shorthand Books, National Blank Book Co.
TURNER & HARRISON Steel Pens, Turner & Harrison Pen Mfg. Co., Inc.
TURQUOISE Pencils, Eagle Pencil Co.
TUSCO Office Machine Stands, Tubular Specialty Mfg. Co.
TUTOR Steel and Silver Steel Pens, Eagle Pencil Co.
TWEETEN Marking Pencils, Tweeten Fibre Co.
TWENCO Disinfectants, Theo. B. Robertson Products Co., Inc.
TWENTIETH CENTURY Maps, The George F. Cram Co., Inc.
TWIN BLACK JEWEL Stamp Dispenser, Aqua Sportsman, Inc.
TWIN DISPATCH Double Compartment Envelopes, Tension Envelope Corp.
TWIN LOCK Ledger Sheets, Wilson Jones Co.
TWIN READER Magnifying Glasses, Edroy Products Co.
TWIN TANG Brief Covers, Cooke & Cobb Co.
TWINFONE Auxiliary Telephone Receivers, Telephone Devices Co., Inc.
TWIN-GUARD Filing Guides, The Globe-Wernicke Co.
TWIN-LOUPE Magnifying Eye Protectors, Montgomery & Co., Inc.
TWINPOINT Combination Pen and Pencil, Pen-N-Pencil Co.
TWINSOME Pen & Pencil Set, Pencraft, Inc.
TWIRLAWAY Ash Trays, Toledo Guild Products, Inc.
TWIRLIT Paper Drills, Mitchell Corp.
TWISTOUT Thumb Tacks, Cardinell Corp.
TWO PACK Ash Tray, Quigley Co.
TWO-COMPARTMENT Mailing Envelopes, Quality Park Envelope Co.
TWO-GETHER Duplex Envelopes, Northern States Envelope Co.
TWO-IN-ONE Colored Pencils, General Pencil Co.
TWO-IN-ONE Mailing Bags, Bemis Bros. Bag Co.
TWO-PLI-TOP Filing Folders, Smead Mfg. Co.
TWO-TONE NIB Writing Points, W. A. Sheaffer Pen Co.
TYCOON Disc Recorders, SoundScriber Corp.
TYER Rubber Bands, Tyer Rubber Co.
TYM-AN-DATER Time Recorders, Cincinnati Time Recorder Co.
TYPAL Typewriter Ribbons, Old Town Corp.
TYPE ART Ribbons and Carbons, Phillips Ribbon & Carbon Co., Inc.
TYPE BAR Ribbons and Carbons, L. C. Smith & Corona Typewriters, Inc.
TYPE EASE Copyholders, Franklin Table Co.
TYP-E-CO Typewriter Keycards and Repair Tags, Typewriter Equipment Co.
TYPE-MASTER Typing Desk, Alma Desk Co.
TYPEMASTER Typewriter Brushes, Brushmakers, Inc.
TYPE-N-ADD All-Purpose Metal Stands, Maso Steel Products.
TYPE-N-FILE Typewriter Table and Filing Cabinet, Marshallan Mfg. Co.
TYPERASER Rubber Erasers, Eagle Pencil Co.
TYPETONE Type Cleaner, Tested Products Co.
TYPE-WELL Ribbons and Carbons, Key Ribbon & Carbon Co.
TYPE-WHITE Cushion Sheets, A. B. Dick Co.
TYPHONITE ELDORADO Drawing Pencils, Joseph Dixon Crucible Co.
TYPIST Pencils, Blaisdell Pencil Co.
TYPOCRAFT Carbon Paper, Codo Mfg. Corp.
TYPO-FAX Minute Book, McMillan Book Co.
TYPO-RING Minute Book, McMillan Book Co.
TYPOSTURE Chairs, Art Steel Sales Corp.
TYP-O-TYP Carbon Papers, F. S. Webster Co.
TYP-ROL Type Cleaner and Platen Refinisher, Write, Inc.

U

U. S. Cash Registers, Federal Cash Register Co.
U. S. Ribbons and Carbons, U. S. Typewriter Ribbon Mfg. Co.
U. S. BRAND Notes, Drafts and Receipts, C. R. Gibson & Co.
U.S.E. Commercial Envelopes, U. S. Envelope Co.
U. S. No. 27 Liquid Hand Soap, Huntington Laboratories, Inc.
UARCO Autographic Registers and Supplies, Uarco, Inc.
U-BAC Binders, Elbe File & Binder Co., Inc.
U-FILE-M Filing Supplies, U-File-M Binder Mfg. Co., Inc.
UHL Steel Office Furniture, Toledo Metal Furniture Co.
U-KUT-EM Index Tabs, Universal Index Tab Co.
ULRICH Planfiles and Filing Supplies, Ulrich Planfiling Equipment Co.
ULTIMA Fountain Pens, Waterman Pen Co., Inc.
ULTIMATE Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
ULTRA Fountain Pens, Waterman Pen Co., Inc.
ULTRA ELECTRIC Rubber Stamp Vulcanizers, R. H. Smith Mfg. Co.
ULTRA-FORCE Typographic Numbering Machines, Wm. A. Force & Co., Inc.
U-MAK-A Index Tabs, The Globe-Wernicke Co.
UNDERWOOD Noiseless, Standard and Electric Typewriters, and Copyholders, Underwood Corp.
UNDERWOOD CORPORATION Ribbons and Carbons, Underwood Corp.
UNDERWOOD ELLIOTT FISHER Accounting Machines, Underwood Corp.
UNDERWOOD SUNDSTRAND Accounting and Adding Machines, Underwood Corp.
UNETTE Steel Sectional Files, The General Fireproofing Co.
UNIDEX Indexing Systems, Wilson Jones Co.
UNIFLEX Adjustable Steel Shelving, Universal Steel Equipment Corp.
UNI-FLOW Fountain Pens, Universal Fountain Pen & Pencil Co.
UNIMART Stapling Machine, United Cutlery & Hardware Products Co.
UNI-MASTER Master Sets, Manifold Supplies Co.
UNION Ink and Pencil Erasers, Eberhard Faber Pencil Co.
UNION Mechanical Pencils, Morrison Fountain Pen Co.
UNIPECO Fountain Pen Desk Sets and Desk Memos, Union Pencil Co.
UNI-POST Payroll Systems, C. E. Sheppard Co.
UNIQUE Collapsible Storage Files, Henry T. Adams Mfg. Co.
UNIQUE Pencils, American Pencil Co.
UNIQUE Typewriter Ribbons, Kraus Ribbon & Carbon Co.
UNISPEED Time Recorders, Stromberg Time Corp.
UNISPRED Strip Accounting Forms, Charles R. Hadley Co.
UNITICKET Summary and Breakdown Systems, Shelby Salesbook Co.
UNIT PLANT Bookkeeping Machine Desks, Shaw-Walker Co.
UNITED Waste Receptacles, United Metal Box Co., Inc.
UNITED STATES Cash Registers, Federal Cash Register Co.
UNITIZER Desk Files, Wilson Jones Co.
UNIT-ROBE Coat Lockers, All-Steel Equipment Inc.
UNITSET One-Time Carbon Forms, Shelby Salesbook Co.
UNI-T-SQUARE Metal T-Squares, Cardinell Corp.
UNITYPE Bulletin Boards, W. L. Clark Co., Inc.
UNIVERSAL Accounting Forms, Universal Manufacturing Stationers, Inc.
UNIVERSAL Art Calendars, Ft. Wayne Printing Co.
UNIVERSAL Atlases, C. S. Hammond & Co., Inc.
UNIVERSAL Ball Pen Cartridges, Fisher Pen Co.
UNIVERSAL Binders, Master-Craft Corp.
UNIVERSAL Box Letter Files, Weis Mfg. Co.
UNIVERSAL Bound Blank Books, Wilson Jones Co.
UNIVERSAL Brief Bag, Shank Leather Goods Co.
UNIVERSAL Card Cabinets, Weis Mfg. Co.
UNIVERSAL C.O.D. Labels, Lang Equipment Sales Co.
UNIVERSAL Expanding Envelope Files, Alvah Bushnell Co.
UNIVERSAL Fountain Pens, Universal Fountain Pen & Pencil Co.
UNIVERSAL Hectograph Duplicators, Levinson & Blythe Mfg. Co.
UNIVERSAL Magazine Binders, H. R. Huntting Co.
UNIVERSAL Memo Books, Index Cards and Scratch Pads, Universal Pad & Tablet Corp.
UNIVERSAL Mucilage, Scriptex Products Co., Inc.
UNIVERSAL Multiple Punches, Boorum & Pease Co.
UNIVERSAL Notebook Fillers, Beckley-Cardy Co.
UNIVERSAL Office Chair Cushions, Comfort Cushion Co.
UNIVERSAL Order Book Holders, Elbe File & Binder Co., Inc.
UNIVERSAL Paper Clips, Noesting Pin Ticket Co., Inc.
UNIVERSAL Paper Drinking Cups, Universal Paper Products Co.
UNIVERSAL Payroll Calculators, Delbridge Calculating Systems, Inc.
UNIVERSAL Sorters, Cooks', Inc.
UNIVERSAL Sorting Machines, Acoustor Co.
UNIVERSAL Stamp Racks, R. H. Smith Mfg. Co.
UNIVERSAL Standard Tables and Posture Chairs, American Seating Co.
UNIVERSAL Stapler-Tackers, Precision Staple Corp.
UNIVERSAL Steel Secretarial and Side Chairs, Harter Corp.
UNIVERSAL Steel Swivel, Side Chairs, The Globe-Wernicke Co.
UNIVERSAL Wood Bookcases, The Globe-Wernicke Co.
UNIVERSAL DISPLAYORS Bulletin Boards, Universal Steel Equipment Corp.
UNIVERSAL SERIES Globes, The George F. Cram Co., Inc.
UNIVERSAL SPEED-FEED Billing Machine Attachments, Egry Register Co.
UNIVERSAL TUBEFILE Map and Plan Files, Scott-Rice Co.
UNIVERSITY Steel Pens, C. Howard Hunt Pen Co.
UNIVERSITY Students' Notebooks, National Blank Book Co.
UNO-ALL-IN-ONE Desk Office System, Art Steel Sales Corp.
URACER For Removing Excess Rubber Cement, Union Rubber & Asbestos Co.
USAIRCO Air Conditioning Equipment, United States Air Conditioning Corp.
U. S. KOYLON Foam Rubber, U. S. Rubber Co.
U. S. NAUGAHYDE Upholstery Material, U. S. Rubber Co.
UP-N-DOWN Gooseneck Lamps, General Lamps Mfg. Corp.
USCO Pencils, United States Pencil Co., Inc.
USONA BOND Typewriter Papers, L. Hyman & Sons.
UTILI-CHAIR Side Chair, W. H. Gunlocke Chair Co.
UTILITY Bankers Cases, Brief Covers and Expanding Files, Josephson Mfg. Corp.
UTILITY Carbon Paper, Kores Carbon Paper & Ribbon Mfg. Corp.
UTILITY Card Cabinets, Weis Mfg. Co.

UTILITY Ledger Trays, Le Febure Corp.
UTILITY Liquid Cleaning Soap, Theo. B. Robertson Products Co., Inc.
UTILITY Pencils, American Pencil Co.
UTILITY Perpetual Calendars, Finch & McCullough.
UTILITY Punches, McGill Metal Products Co.
UTILITY Ribbons and Carbons, Shipman-Ward Mfg. Co.
UTILITY Rubber Runners, American Floor Products Co.
UTILITY Vulcanizing Press, American Evatype Co.
UTIL-O-FILE Combination File and Storage Cabinet, Dorset Steel Equipment Co.
UTOPIAN Paste Jars, Sanford Ink Co.
UTOPIAN Pencils, Reliance Pencil Corp.
UVA Colored Chalk Crayons, Binney & Smith Co.

V

V-28 Machine Posting Trays, Diebold, Inc.
"V" MODEL Drawing Kits, Engineering Mfg. Co.
V.P.D. Sheet Protectors and Envelopes, Joshua Meier Co.
V-S Fountain Pens and Mechanical Pencils, Parker Pen Co.
VACUMATIC Fountain Pens and Mechanical Pencils, Parker Pen Co.
VAKU-UM Fountain Pens, Welty Pen & Repair Co.
VALCO Aluminum Ash Receivers, Sand Urns, Costumers and Torchiers, Valco Co.
VALERIAN Bond and Ledger Paper, Valley Paper Co.
VALIANT Ribbons and Carbons, The Carter's Ink Co.
VALIANT TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
VALLEY FORGE Bond and Ledger Papers, Valley Paper Co.
VALLEY FORGE Spirit Carbons, Colonial Carbon Co.
VALLO Carbon Papers, Write, Inc.
VAL-U-VAULT Safes, Mellink Steel Safe Co.
VAN CLEEVE Ball-Point Fountain Pens, Cleevelandt Corp.
VAN DYKE Fluorescent Desk Lamps, Van Dyke Industries.
VAN DYKE Pencils, Erasers and Leads, Eberhard Faber Pencil Co.
VANISHING PATCH Mending Film, Seal, Inc.
VANDEX Visible Card Equipment, Automatic File & Index Co.
VANGUARD Pencils, Swan Pencil Co., Inc.
VANGUARD Steel Transfer Cases, Vanguard Engineering & Mfg. Co.
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VENUS AUTOGRAPH Fountain Pens and Mechanical Pencils, American Pencil Co.
VENUS PRESIDENT Fountain Pens and Mechanical Pencils, American Pencil Co.
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VICTOR Inkstands, Bainbridge, Kimpton & Haupt, Inc.
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W

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WSL Metal Tabs, Winter Stamping Co.
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April 19-22. National Association of College Stores, Statler Hotel, New York, N. Y.

April 26-29. National Office Furniture Association, Hotel Statler and Cleveland Public Auditorium, Cleveland, Ohio.

May 24-29. National Office Management Association Convention and Exhibit, Hotel Statler and Sheraton-Plaza, Boston, Mass.

June 18-20. National Office Machine Dealers Association. Ambassador Hotel, Atlantic City, N. J.

September 26-30. National Stationery & Office Equipment Association 47th Annual Convention and 17th Exhibit, Conrad Hilton Hotel, Chicago, Ill.

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Miscellaneous

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President, Henry Williams, R. A. Stewart & Co.; Secretary, David Manley, Modern Publications, 250 Fifth Ave., New York 1, N. Y.
Regular Meetings: Third Wednesday each month, Governor Clinton Hotel, New York City.

KANSAS BOOK DEALERS ASSOCIATION
President, Norville Ruddick, Council Grove, Mo., Secretary-Treasurer, Zerne P. Haning, Eckdall & McCarty, Inc., Emporia, Kans.

MARKING DEVICE ASSOCIATION
Secretary and General Manager, Elmer F. Way, 134 N. La Salle St., Chicago 2, Ill.

NATIONAL ASSOCIATION OF COLLEGE STORES, INC.
President, H. R. Ritchie, U. of N. C. Book Exchange; General Manager, Russell Reynolds, 33 W. College St., Oberlin, Ohio.

NEW YORK OFFICE APPLIANCE MANAGERS ASSOCIATION
President, W. Harvey Thompson, Diebold, Inc.; Secretary-Treasurer, G. J. Schmucki, Monroe Calculating Machine Co., 509 Fifth Ave., New York, N. Y.
Regular Meetings: Second Monday every month, Gramercy Park Hotel, 12 noon.

Office Furniture

BOSTON OFFICE FURNITURE ASSOCIATION
President, Harry Austin, Doten-Dunton Desk Co.; Secretary, William Stanton, L. J. Peabody Office Furniture Co., 299 Atlantic Ave., Boston, Mass.

EXECUTIVE FURNITURE GUILD OF AMERICA
President, Cy. Ober, Business Furniture Corp.; Co-ordinator, George W. Reinoehl, Exhibitors Bldg., Grand Rapids, Mich.
Regular Meetings: Held semi-annually, March and September at Grand Rapids.

NATIONAL OFFICE FURNITURE ASSOCIATION
President, V. L. Caldwell, John Wanamaker, Philadelphia, Pa.; Executive Director, John R. Gray, 175 Fifth Ave., New York 10, N. Y.

NEW JERSEY OFFICE FURNITURE ASSOCIATION
President, Jack Werfel, Colonial Office Furniture Co., Newark, N. J.; Secretary, David L. Warner, Brenner Desk Co., 334 Plane St., Newark, N. J.
Regular Meetings: Once every three months, 6:30 P.M., Robert Treat Hotel, Newark.

OFFICE EQUIPMENT DEALERS CLUB OF NEW YORK
President, Dan Waldner, D. Waldner Co., Inc.; Secretary, Paul Dancker, Jr., Dancker & Sellew, Inc., 318 Broadway, New York, N. Y.
Regular Meetings: First Monday each month, 6:30 P.M., Brass Rail.

OFFICE EQUIPMENT DEALERS CLUB OF PHILADELPHIA
President, David B. Einstein, Commercial Office Furniture Co.; Recording Secretary, Horace Laurence, Horace M. Laurence, 1502 W. Thompson St., Philadelphia 21, Pa.
Regular Meetings: Second Monday every month, 2-4 Club, 1219 St. James St., Philadelphia.

OFFICE FURNITURE ASSOCIATION OF CHICAGO
President, Henry Otto, Office Furniture Clearing House; Secretary, Bill Wolff, Chicago Office Furniture Co., 130 W. Lake St., Chicago, Ill.
Regular Meetings: First Monday each month, 6:00 P. M., Chas. Harrison Restaurant, Inc., Chicago.

OFFICE FURNITURE DEALERS ASSOCIATION OF WASHINGTON, D. C.
President, Chas. C. Sanborn, Chas. G. Stott & Co., Inc.; Secretary-Treasurer, Robert Hirst, Stern Office Furniture Co., 1236 20th St., N.W., Washington, D. C.
Regular Meeting: Third Monday each month, 6:30 P.M., Carlisle Hotel.

SOUTHERN CALIFORNIA OFFICE FURNITURE ASSOCIATION
President, D. E. O'Hern, Hollywood Office Furniture Co.; Secretary-Treasurer, Charlene McCamant, Dray Mfg. Co., 4961 E. 52nd Pl., Los Angeles, Calif.

Office Machines

BALTIMORE OFFICE MACHINE DEALERS ASSOCIATION
President, Ray Wittelsberger, W. P. Wittelsberger's Adding Machine Sales and Service; Secretary-Treasurer, Ken Wittelsberger, W. P. Wittelsberger's Adding Machine Sales and Service, 25 W. North Ave., Baltimore, Md.
Regular Meetings: Second Tuesday each month, 6 P.M., Nates & Leons Hotel.

CHICAGO OFFICE MACHINE DEALERS ASSOCIATION
President, Bruce Browne, Bruce Browne, Inc.; Secretary, Harvey Miner, Miner Business Machine Co., Kankakee, Ill.
Regular Meetings: Second Tuesday each month, 6:30 P.M., Maryland Hotel.

GREATER ST. LOUIS OFFICE MACHINE DEALERS ASSOCIATION
President, Jos. Zollmann, Addressing Machine & Supply Co.; Secretary, Michael H. Klemsch, Business Letter Co., 123 N. 8th St., St. Louis 1, Mo.
Regular Meetings: Second Thursday every month, Mark Twain Hotel.

GULF OFFICE MACHINE DEALERS ASSOCIATION
President, Howard Amann, Amann Typewriter Co., New Orleans, La.; Secretary, Francis R. Barnard, Jr., Barnard Co., 423 Baronne St., New Orleans, La.
Regular Meetings: Second Wednesday each month, 6 P.M., La Louisiane Restaurant, New Orleans.

HOUSTON OFFICE MACHINE DEALERS ASSOCIATION
President, Edwin T. Feigle, Edwin T. Feigle Co.; Secretary-Treasurer, Mrs. Constance Ellison, Ellison Adding Machine & Typewriter Co., 1614 Ridgewood Ave., Houston 6, Tex.

INDIANA-KENTUCKY OFFICE MACHINE DEALERS ASSOCIATION
President, Paul Cockrill, Indianapolis Typewriter Co.; Secretary-Treasurer, H. H. Marlin, P.O. Box 265, Bloomington, Ind.

MIAMI VALLEY OFFICE MACHINE DEALERS ASSOCIATION
President, G. B. Blair, United Business Service, Inc.; Secretary-Treasurer, Dale Tateman, The Typewriter Shop, 101 E. Third St., Dayton 2, Ohio.
Regular Meetings: Second Wednesday each month.

MICHIGAN OFFICE MACHINE DEALERS ASSOCIATION
President, Fred Baldridge, Buckland-Van Wald; Secretary, Stanley Wojcik, Alstan Office Equipment, 4419 Chene St., Detroit 7, Michigan.

MILWAUKEE TYPEWRITER AND OFFICE MACHINE DEALERS ASSOCIATION
President, Oscar Wettengal, Wettengal's Typewriter's; Secretary-Treasurer, Gordon R. Rush, Gordon R. Rush & Associates Office Machines, 2227 S. Muskego Ave., Milwaukee, Wis.
Regular Meetings: Second Monday each month, 6:30 P.M., Medford Hotel.

MINNESOTA OFFICE MACHINE DEALERS ASSOCIATION
President, J. R. Nye, Typewriter Clearing Ass'n., Inc.; Secretary, L. R. Chase, The Roy Chase Co., 820 Phoenix Bldg., Minneapolis, Minn.
Regular Meetings: First Tuesday every month.

MISSOURI STATE OFFICE MACHINE DEALERS ASSOCIATION
President, Vito Randazzo, General Typewriter Co., Kansas City, Mo.; Secretary-Treasurer, Lamont H. Wood, Jr., National Typewriter Co., 1000 McGee St., Kansas City 6, Mo.

NATIONAL OFFICE MACHINE DEALERS ASSOCIATION
President, Jack Weiner, Belmont Typewriter Sales & Service; Executive Secretary, Harold W. Mann, 1267 N. Wilton Pl., Los Angeles 38, Calif.

NEW ENGLAND OFFICE MACHINE DEALERS ASSOCIATION
President, Jack Burnim, New England Adding Machine Co.; Secretary-Treasurer, Rudolph Nettle, Nettle Office Equipment Co., 27 Huntington Ave., Boston, Mass.

NORTHERN CALIFORNIA OFFICE MACHINE DEALERS ASSOCIATION
President, Ed. Peck, Peck's Office Appliance Co., Inc.; Secretary, Pete Tobin, Office Appliance Co., 159 New Montgomery St., San Francisco, Calif.
Regular Meetings: Second Friday every month.

OFFICE MACHINE DEALERS ASSOCIATION OF KANSAS CITY
President, M. C. Hobbs, Office Machine Mart; W. F. Whitman, Fiddler's Kansas Typewriter Exchange, 749 Minnesota Ave., Kansas City, Kansas.

OFFICE MACHINE DEALERS ASSOCIATION OF NEW YORK, INC.
President, Ed Radigan, Radigan Sales Co.; Executive Secretary, M. B. Perlman, 1 Madison Ave., New York 10, N. Y.
Regular Meetings: Second Tuesday each month, 6 P.M., Brass Rail.

OFFICE MACHINE DEALERS ASSOCIATION OF PENNSYLVANIA, NEW JERSEY AND DELAWARE
President, Herbert E. Toussaint, Al Spaide Office Specialties; Secretary, Fred Washbourn, Remington Rand, Inc., 1624 Locust St., Philadelphia, Pa.
Regular Meetings: First Monday each month, Hotel Essex, Philadelphia.

OKLAHOMA OFFICE MACHINE DEALERS ASSOCIATION
President, Roy Harris, Oklahoma Typewriter Co.; Secretary-Treasurer, L. W. Reedy, Typewriter Supply Co., 119 N. Harrison St., Cushing, Okla.

PACIFIC NORTHWEST OFFICE MACHINE DEALERS ASSOCIATION
President, Vance Gribble, Seattle Platen Co.; Secretary, James Martin, University Typewriter Co., 4226 University Way, Seattle 5, Wash.

SAN DIEGO OFFICE MACHINE DEALERS ASSOCIATION
President, Dick Buzzell, American Typewriter Co.; Secretary-Treasurer, A. L. Van Nice, Balboa Typewriter Co., 3927 30th St., San Diego 4, Calif.
Regular Meetings: First Monday each month, 6:30 P.M., San Diego Club.

SIOUX FALLS OFFICE MACHINE DEALERS ASSOCIATION
President, Paul C. Houser, Dakota Business Machines; Secretary, Harold R. Loros, Remington Rand, Inc., 320 Western Surety Bldg., Sioux Falls, S. Dak.

SOUTH FLORIDA OFFICE MACHINE DEALERS ASSOCIATION
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SOUTHERN CALIFORNIA OFFICE MACHINE DEALERS ASSOCIATION
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Regular Meetings: Third Monday each month, Roger Young Auditorium, Los Angeles.

SOUTHERN OFFICE MACHINE DEALERS ASSOCIATION
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Regular Meetings: Third Friday each month, Belmont Steak House.

TAMPA BAY OFFICE MACHINE DEALERS ASSOCIATION
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TYPEWRITER DEALERS ASSOCIATION OF DENVER
President, Walter Erbes, Acme Typewriter Co.; Secretary, Louis Santangelo, Jr., J. S. Stahl & Co., 926 17th St., Denver.
Regular Meetings: Second Monday each month, 6:30 P.M., Argonaut Hotel.

WASHINGTON OFFICE MACHINE DEALERS ASSOCIATION
President, Kell Reimann, Kells Typewriter Service; Secretary-Treasurer, R. L. Densford, Dealer Sales Div., Remington Rand, Inc., 810 Connecticut Ave., N.W., Washington 6, D. C.
Regular Meetings: Second Monday of each month at Blackstone Hotel, 1016 17th St., N. W., Washington, D. C.

WESTERN PENNSYLVANIA OFFICE MACHINE DEALERS ASSOCIATION
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Stationery Dealers

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President, H. R. Sweet, H. R. Sweet Co.; Heyward Myers, John H. Harland Co., 101 Cone St., N. W., Atlanta 1, Ga.
Regular Meetings: First Thursday night each month.

BALTIMORE STATIONERS ASSOCIATION
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Regular Meetings: Third Thursday each month.

BOSTON STATIONERS ASSOCIATION
President, Robert Slate, Bob Slate, Stationer; Secretary-Treasurer, Harley J. Lewis, Wards Stationers, 57 Franklin St., Boston 10, Mass.
Regular Meetings: Third Monday each month, Hotel Shelton.

BUFFALO STATIONERS CLUB
President, Ed Strebe, Hoelscher's, Inc.; Secretary-Treasurer, Chester Panfill, Frank B. Hoole, Inc., 950 Main St., Buffalo, N. Y.
Regular Meetings: First Monday each month, Hotel Worth.

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Regular Meetings: Annually in September or October, The Conrad Hilton Hotel, Chicago.

OREGON STATIONERS ASSOCIATION
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PHILADELPHIA STATIONERS ASSOCIATION
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Regular Meetings: Third Thursday every month, Robert Morris Hotel.

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President, A. J. Bartens, Shallcross Ptg. & Staty. Co.; Secretary, Chester A. Kennedy, William J. Kennedy Staty. Co., 802 Pine St., St. Louis, Mo.
Regular Meetings: Third Monday every month except July and August, York Hotel.

STATIONERS ASSOCIATION OF NEW YORK, INC.
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STATIONERS ASSOCIATION OF NORTHERN CALIFORNIA
Secretary-Treasurer, Al Brandhofer, 935 Market St., San Francisco, Calif.
Regular Meetings: Palace Hotel, San Francisco, at call of chair.

STATIONERS ASSOCIATION OF NORTHERN NEW JERSEY
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Regular Meetings: Fourth Tuesday every month, Robert Treat Hotel, Newark, N. J.

STATIONERS CLUB OF CHICAGO
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Regular Meetings: Third Monday each month, 6 P.M., Merchants & Manufacturers Club, Merchandise Mart.

STATIONERS CLUB OF NEW ORLEANS
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Regular Meetings: Second and fourth Tuesdays each month.

STATIONERS GUILD OF CANADA, INC.
Executive Secretary, Fred Smart, 19 Richmond St., West. Toronto 1, Ontario, Canada.

STATIONERS & PUBLISHERS BOARD OF TRADE, INC.
Executive Secretary, Howard S. Sanders, 200 Fifth Ave., New York 10, N. Y.
Regular Meetings: Second Tuesday every month, 200 Fifth Ave., New York 10, N. Y.

STATIONERS SQUARE CLUB OF GREATER NEW YORK
President, Edward Levinthal, Biddle Purchasing Co.; Secretary, Sid Diamond, Diamond Stationery Co., 395 Broadway, New York, N. Y.
Regular Meetings: Third Thursday each month, Hotel New Yorker.

STATIONERS 12:30 CLUB OF GREATER NEW YORK
President, Philip G. Tagley, Consolidated Loose Leaf, Inc.; Treasurer, Dwight N. Briggs, Sun Rubber Co., 271 Madison Ave., New York 16, N. Y.
Regular Meetings: Fourth Monday of each month except June, July and August at Rosoff's Restaurant, 147 W. 43rd St., New York, N. Y.

UTAH STATIONERS ASSOCIATION
President, Verne S. Peck, Allsteel Office Supply Co.; Secretary-Treasurer, Joe Meyer, Kelly Co., 23 W. 1st S., Salt Lake City, Utah.
Regular Meetings: Second Monday each month, Newhouse Hotel.

WASHINGTON STATIONERS ASSOCIATION
President, W. T. Woodhouse, Jr., Woodhouse Stationery Co., Secretary-Treasurer, Felix M. Moriarty, E. Morrison Paper Co., 1009 Pennsylvania Ave., N.W., Washington 4, D. C.

WHOLESALE STATIONERS ASSOCIATION OF THE U.S.A.
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Travelers Clubs

EMPIRE STATE TRAVELERS CLUB
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Regular Meetings: Weekly at Docket Restaurant, 222 Pearl St., Buffalo, N. Y.

FIFTH DISTRICT TRAVELERS CLUB
President, H. M. Donisthorpe, Ace Fastener Corp.; Secretary, Lloyd Landenberger, Richard Best Pencil Co., 270 S. Champion Ave., Columbus, Ohio.

GOLDEN STATE TRAVELERS CLUB
President, Peter C. Masterson, Acco Products, Inc.; Secretary, Robert B. Westover, Waterman Pen Co., Inc., 6150 W. Colgate Ave., Los Angeles 36, Calif.
Regular Meetings: 12 noon each Monday, Los Angeles Athletic Club, 431 W. 7th St., Los Angeles.

GREAT LAKES TRAVELERS CLUB
President, Ken Reister, Minnesota Mining & Mfg. Co.; Secretary, C. O. Schlaver, Office Appliance Co., 600 W. Jackson Blvd., Chicago 6, Ill.
Regular Meetings: Every Friday, 12:15 P.M., Toffenetti's, 65 W. Monroe St., Chicago, Ill.

MIDWEST TRAVELERS CLUB
President, Dave C. Neuhaus, Mfrs. Representative; Secretary-Treasurer, Dan MacDougall, Stationers Loose Leaf Co., 440 E. 79th Terrace, Kansas City 5, Mo.

NEW ENGLAND TRAVELERS CLUB
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OREGON TRAIL TRAVELERS
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Regular Meetings: Luncheons each Monday at Stewart (Gowman) Hotel, Seattle, and every Wednesday at Press Club, Portland, Ore.

PENN-MAR-VA TRAVELERS CLUB
President, Harry Tehan, Cooke & Cobb Co.; Treasurer, Rose Cushman, National Stationery & Office Equipment Association, 740 Investment Bldg., Washington 5, D. C.

ROCKY MOUNTAIN TRAVELERS CLUB
President, Jim Haynes, American Pencil Co.; Secretary-Treasurer, Glen G. Barclay, W. H. Kistler Stationery Co., 1636 Champa St., Denver, Colo.
Regular Meetings: Friday luncheon, Roundup Room, Albany Hotel.

SOUTHERN TRAVELERS CLUB
President, Glen D. Moak, Carter's Ink Co.; Secretary-Treasurer, Charles H. Hucke, P. O. Box 221, Atlanta, Ga.
Regular Meetings: Luncheon each Monday, Piedmont Hotel, Atlanta.

TEXAS TRAVELERS CLUB
President, Art Pfister, Smead Mfg. Co.; Secretary-Treasurer, Chas. C. McDaniel, Ennis Tag & Salesbook Co., 1115 Odean Dr., Apt. C., Dallas, Texas.
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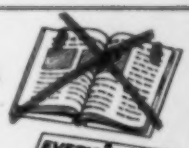

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